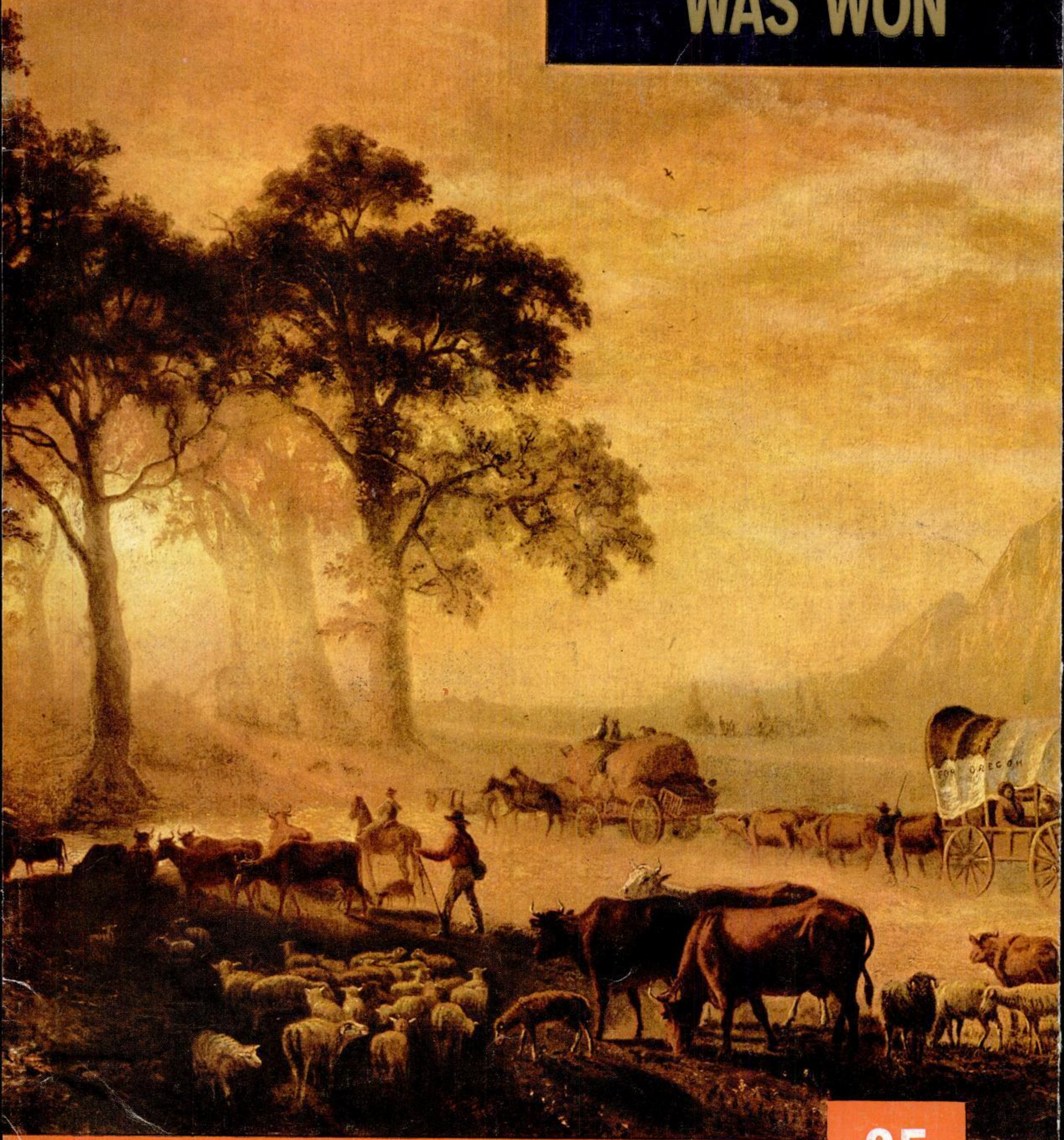


LIFE

THE EDITORS OF LIFE PRESENT
A GREAT NEW SERIES
**HOW THE WEST
WAS WON**



REG. U. S. PAT. OFF.

APRIL 6, 1959

25 CENTS

FOOLPROOF

NEW

GOLDEN VIGORO

- *Won't burn even if applied double strength to wet grass.*
You don't have to water it in. (The U.S. Patent proves it)
- *Gives grass everything it needs except sun, air and water*
- *Feeds your lawn for weeks after other lawn foods have given out*
- *Builds thick, springy turf, a more vigorous root system*
- *And you don't need a textbook to get expert results*

Even a weekend "yard man" can get professional results with New Golden Vigoro. It's the only foolproof complete lawn food on the market.

It won't burn—ever!

You can apply New Golden Vigoro any time of the day, year or season . . . to any kind of lawn. *It won't burn.*

You can use it before or after the grass has started to grow. *It won't burn.*

You can even apply it double strength to wet grass without watering-in—and *it won't burn.*

New Golden Vigoro is the *only* complete, non-burning plant food ever made. Every ingredient is nonburning. The proof is in U. S. Patent #2,827,368 granted March 18, 1958. It's the one plant food that can't be copied.

It eliminates guesswork. Two short sentences on the bag—printed in large, readable type—tell you everything you need to know to use it.

One feeding with New Golden Vigoro gives

your grass every nutrient it needs from the soil except air and water. No extras needed.

It feeds up to four times longer than other plant foods fed at equivalent rates.

Put it on once and it keeps feeding your lawn for weeks after other lawns have started to starve.

New Golden Vigoro feeds the roots deep in the soil, not just the top. It builds up the rugged root system you need to get a turf that feels springy under foot.

And it's so economical, too. You see, it's *all* plant food—contains no filler. Spreads evenly in any make of spreader. Just set it to spread 10 to 20 lbs. per 1000 sq. ft. on good soils . . . 30 lbs. per 1000 sq. ft. on average soils. And get set to enjoy a vigorous, lovely, green lawn all season.

Now at supermarkets, too.

Down-to-earth prices, too. Get New Golden Vigoro at your favorite store, garden-supply center or supermarket.

Vigoro is a trademark of Swift & Company



My, how things grow with

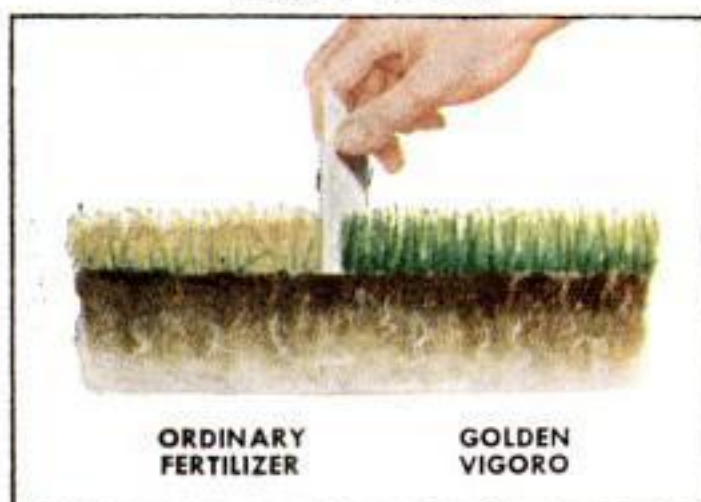
VIG...VIG...VIGORO

THE ONLY LAWN FOOD!



Lawns are to live on. If you really love your lawn feed it New Golden Vigoro.

WON'T BURN



Easy To Use
New Golden Vigoro ends forever the danger of unsightly plant food burn on your lawn. Needs no watering-in.

FEEDS LONGER

MAY	JUNE	JULY	AUG.
NEW GOLDEN VIGORO COMPLETE LAWN FOOD			
SLOW-RELEASE ORGANIC LAWN FOODS			
FAST-ACTING HIGH NITROGEN LAWN FOODS			

Outlasts all others
Grass clipping tests show Golden Vigoro feeds weeks longer than equivalent amounts of other plant foods.

FOR EVERYTHING ELSE YOU GROW



Vigoro Complete Plant Food
Pink granules for working directly into soil for flowers, vegetables, trees, shrubs.

Vigoro Rose Food
Perfect balance of nutrients for prize-winning roses. No extras needed.

Instant Vigoro
Gentle as dew liquid feeding for transplants, potted plants and lawn feeding.



- I Exploring the Wild New Land
- II How Today's West Relives Its Past
- III Travelers of the Great Trails
- IV Brawling Days of the Gold Rush
- V Ranchers and Indian Raiders
- VI Fabulous Women of the West
- VII Settlers, Rails and Civilization



BUTLER ART INSTITUTE, YOUNGSTOWN, OHIO

WAGONS ROLL WESTWARD ON THE OREGON TRAIL

United States Patent Office

2,827,368

Patented Mar. 18, 1958

1

2,827,368

NON-BURNING PLANT FERTILIZER

This invention relates generally to fertilizer materials suitable for use on growing plants. More particularly, the invention relates to chemical fertilizers which provide liberal quantities of nitrogen, potassium and phosphorous and which have little or no "burn" or plasmolysis effect on leafy plants.

In fertilizer parlance, complete goods are those having substantial amounts of N, P and K per unit weight of fertilizer. Salts such as superphosphates, potassium chloride and ammonium sulfate together with anhydrous ammonia and certain nitrogen solutions generally serve as sources of the various elements.

As is well recognized, a good complete fertilizer represents a

2

observed that largely chemical fertilizers possess one particularly objectionable feature. When they are broadcast on growing leafy plants there occurs what is known as a plasmolysis effect or "burn." So as to avoid this, the manufacturer generally directs the user to thoroughly water in a chemical fertilizer immediately after it is applied to the plant. Failure to heed these instructions results in a rapid fading of the plant leaves to a lifeless brown. Consequently, chemical fertilizers have been unpopular with many. As the "burn" is particularly pronounced when such fertilizers are applied to turf, householders often prefer to use the low grade organic fertilizers in spite of their unappealing appearance, limited effectiveness, and generally higher costs per unit available plant food ingredients in such products.

It is therefore an object of this invention to provide a largely chemical fertilizer having no "burn" effect on leafy plants, particularly turf.

A further object of this invention is

20 food containing

EXCLUSIVE!

The Revolutionary New Plant Food Patent That Protects Your Lawn

America's best known and most widely used brand of plant food has an important new story to tell to every homeowner who wants a prettier, healthier, easier-to-care-for lawn.

READ ALL ABOUT IT (Lift Cover Flap)

N, P and K are generally relied upon in this manner, it is possible to secure formulations having virtually any ratio of the desired constituents. However, it has been

prepared and the use of an isoteniscope. Similarly, the vapor pressure of pure water at the same temperature is determined. It is then easy to decide whether the material is suitable as a non-burning fertilizer additive. If the vapor pressure

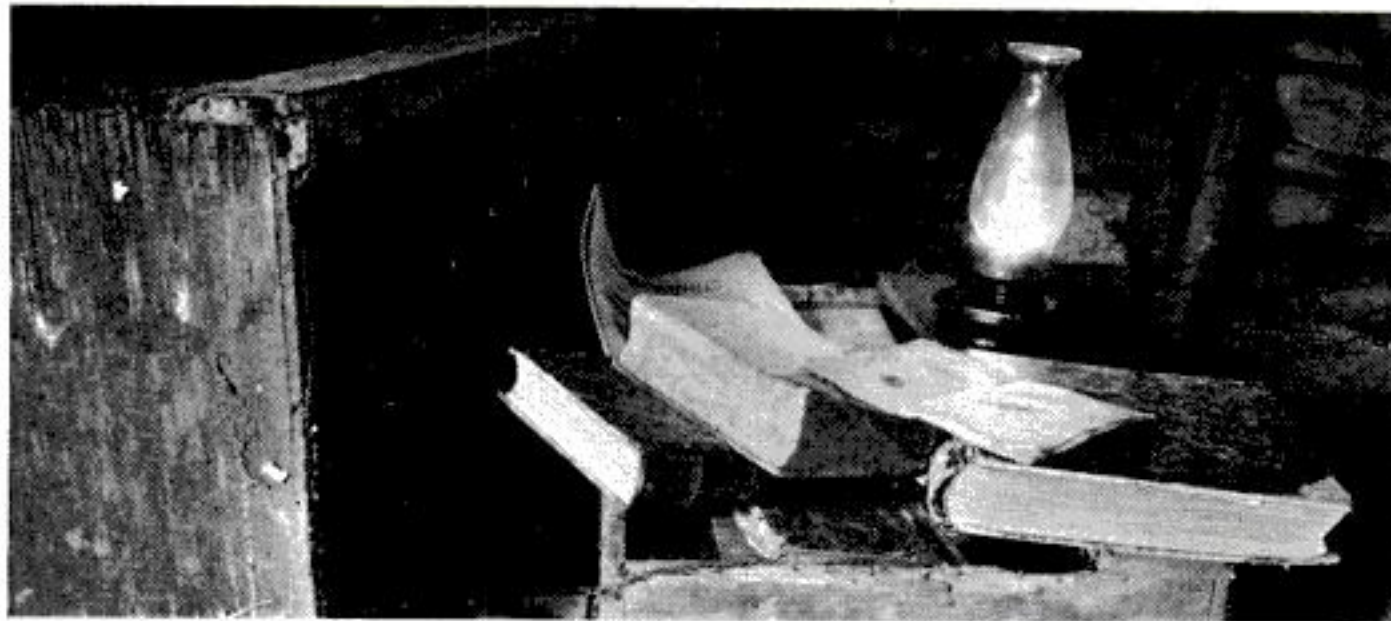


This One



N51E-99B-7DBC

PLENTY PAY DIRT YET IN THEM THAR HILLS



DIARIES OF EDWARD KERN IN CELLAR WHERE THEY WERE BROUGHT TO LIGHT

With the prodigal output of books on the subject—to say nothing of the synthetic sagas of TV—you might think the story of the West was mined out by now. Far from it, as our new series, "How the West Was Won"—which begins in this issue—shows. It was exciting to find the great events in this American adventure had been recorded by eyewitnesses—the pioneers themselves.

To tap these sources and get firsthand illustrations our reporters visited 140 public and private art collections, looking at thousands of paintings and collecting hundreds of reproductions. We also struck pay dirt in written material, turning up such unpublished treasures as the illustrated journal of Edward Kern (above), excerpted in this issue (pp. 96-104), and another diary, appearing in Part IV of the series, by Alf Doten, a hard-living lover



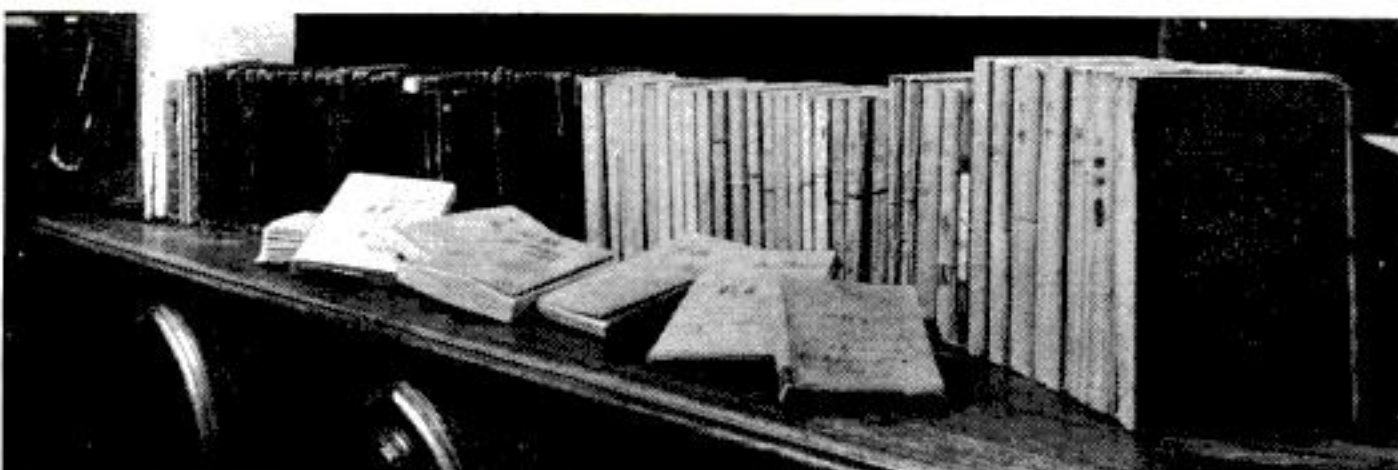
BLACKFOOT CHIEF



BABY DOE TABOR

of boisterous fun who mined gold and edited boom town newspapers in Nevada. Our first instalment this week tells of the explorers and fur traders who unwrapped the Louisiana Purchase and found the riches and risks it held. Part II, next week, will show famous incidents of western history which are re-enacted annually in western towns and serve as excuses for rip-roaring celebrations. Part III is Texas and wagon trains, IV is California and gold rush, V is Indian wars and the halcyon days of the cowboy. Part VI shows the West's famous women—jeweled Jezebels and stubborn ladies of principle. Finally, in our May 18 issue, we tell how homesteaders and railroads civilized the West.

Our deep feelings about the subject of the series are summed up by A. B. Guthrie, author of several distinguished western novels and of an article for our second instalment: *The West still makes the blood sing as it used to sing when hearts were stout and vistas inviting and the limit of hope in each of us was the far-western sea.*



RECENTLY FOUND DIARIES OF ALF DOTEN FILL 79 HANDWRITTEN VOLUMES, COVER 54 YEARS

COVER

The great U.S. adventure is recreated in Albert Bierstadt's painting, *The Oregon Trail*, as wagons and animals carry venturesome 19th Century Americans westward (see pp. 78-104)

THE WEEK'S EVENTS

- The incredible land of Tibet in an incredible revolution against the powerful Chinese Reds 28
- Vigil and wreckage in a strange ocean crash: liner *Santa Rosa* and a tanker collide off Atlantic City 36
- A fad spreads: new facets, more fun as U.S. campuses compete to jam telephone booths 38
- Promising attack in the battle against cancer: electric force technique may stop division of cells 45
- A Look at the World's Week 46
- Tragic sequence on a pleasant river: a canoeist drowns in the Charles 51
- A revenge gambit that failed: ex-convict kidnaps a family, holds it for release of a former cellmate he wants to kill 54

EDITORIALS

- America's durable frontier 40
- Tibet's tragic bravery

PICTORIAL ESSAYS

- How the West Was Won. Part I of a new LIFE series. Daring, resourceful men push into the trans-Mississippi wilds, opening up a land of destiny 78
- A shy unknown becomes a star in the movie version of *Anne Frank*—and Millie Perkins finds success a trial. Photographed for LIFE by Allan Grant 121

ARTICLE

- The queens of fiction: Frances Parkinson Keyes, Taylor Caldwell and Edna Ferber are the New York Yankees in the league of best-sellers. By Robert Wernick 139

EDUCATION

- Dedicated nun in science: Wisconsin teacher places her fifth victor in five years in national talent contest 58

FASHION

- Make-up in whiteface: chalk-colored lipstick outsells other new spring shades 65

MOVIES

- High Bob Hope in hopped-up hat—it blows its top and sides in movie *Alias Jesse James* 69

MILITARY AFFAIRS

- Space speeds on land: 3,000-mph sleds will test missiles and passengers 73

CLOSE-UP

- The wacky world of Dr. Seuss delights the child—and adult—readers of his books 107

MUSIC

- Young opera singers take a test for jobs at Met 116

SPORTS

- Davis Cup hero Alex Olmedo goes home to Peru, and the homefolks have a racket laid on for him 131

PARTY

- Diplomats and beauties: Aly Khan, sportsman and Pakistan diplomat, gives a party for his friends 157

OTHER DEPARTMENTS

- Speaking of Pictures: man-made island is an industrial sight at sea 18
- Letters to the Editors 20
- Miscellany: a split-level roadway 160

© 1959 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- | | |
|--|--|
| COVER—HERBERT ORTH | 78, 79—DMITRI KESSEL |
| 2—BILL RAY—HERBERT ORTH—DE VENNY-WOOD | 80, 81—HERBERT ORTH |
| STUDIO—N. R. FARBMAN | 82, 83—DE VENNY-WOOD STUDIO—RUSSELL REID, MAP |
| 18, 19—A. Y. OWEN | BY TONY SODARO, HERBERT ORTH |
| 20—BOT. BILL BRIDGES | 84 THROUGH 89—HERBERT ORTH |
| 28, 29—DRAWINGS BY HANS GUGGENHEIM | 90, 91—HENRY H. BASKERVILLE EXC. T. LT. HENRY B. |
| 30, 31—HEINRICH HARRER, HARRISON FORMAN, EAST- | BEVILLE |
| FOTO, HARRISON FORMAN, EWING GALLOWAY— | 92, 93—HENRY H. BASKERVILLE |
| MARK KAUFFMAN, TSE TEN TASHI—LT. LANDSEER; | 94—HERBERT ORTH |
| CEN. ERIC SHIPTON | 95—HERBERT ORTH COURTESY MR. AND MRS. FRED |
| 32—PRESS INFORMATION BUREAU, GOVT. OF INDIA | CRON—COURTESY THE HUNTINGTON LIBRARY, |
| 33—HARRISON FORMAN, REV. F. D. LEARNER AND | SAN MARINO, CALIF. |
| GEORGE FITCH—U.P.J.—EASTFOTO | 96, 99, 100—HERBERT ORTH COURTESY MR. AND MRS. |
| 34, 35—HEINRICH HARRER, CHARLES SUYDAM CUT- | FRED CRON |
| TING, TSE TEN TASHI—GEOPHYSICAL MAPS INC., | 102—HERBERT ORTH COURTESY MR. AND MRS. FRED CRON |
| HARRISON FORMAN | —HERBERT ORTH |
| 36, 37—L. D. FYKSE—ANTHONY LINCK | 104—BILL RAY |
| 38, 39—LT. BILL BRIDGES; CEN. WALTER PETRIGO FOR | 107—JOHN BRYSON EXC. T. LT. |
| CALGARY ALBERTAN; RT. JOE MUNROE | 108—JOHN BRYSON EXC. CEN. |
| 45—YALE JOEL EXC. BOT. A. A. TEIXEIRA-PINTO M.D. | 110—JOHN BRYSON EXC. CEN. |
| 46, 47—HANK WALKER, ANDY KERESKES FROM A.P.— | 116—WALTER SANDERS |
| PARIS-MATCH, A.P. | 131 THROUGH 136—PETER ANDERSON FROM B.S. |
| 48—A.P.—FELICI | 139—ILLUSTRATION BY AL HIRSCHFELD |
| 51—DONALD NEVIN | 140, 141—MRS. ORVILLE K. BUCKNER, PORTLAND, ORE. |
| 54—HANK WALKER—CLYDE HARE | 142—WALTER SANDERS FROM B.S. |
| 56—HANK WALKER | 146—THOMAS D. MCAVOY |
| 58, 61, 62—ALBERT FENN | 151—GEORGE KARGER FROM PIX |
| 65—WILLIAM BELL | 152—LYNN PELHAM |
| 65—UNITED ARTISTS | 157, 158—ALFRED EISENSTAEDT |
| 73, 74, 75—RALPH CRANE | 160—RALPH CRANE |

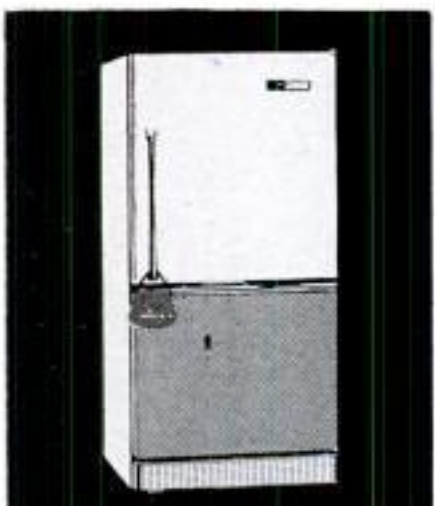
ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; U.P.J., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

This is why I bought a Philco

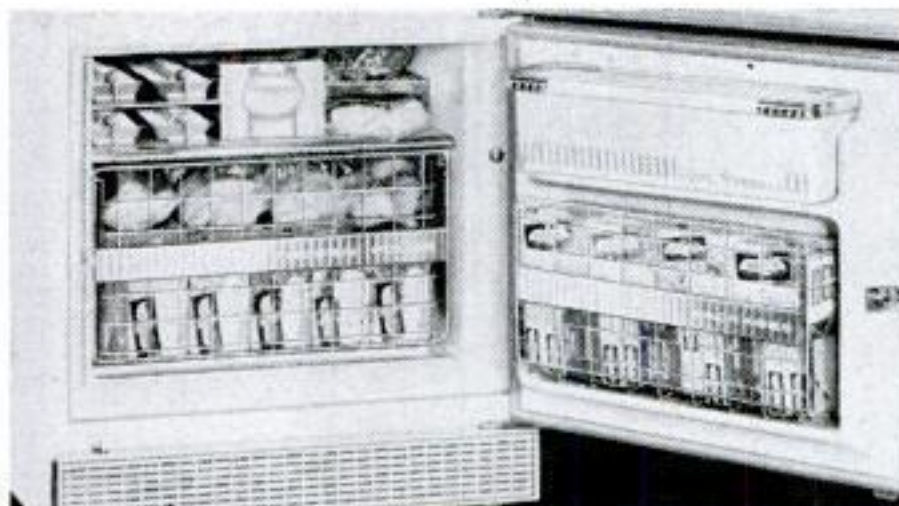


THIS TAG MAKES CHOOSING PHILCO EASY because it makes comparing so easy. It's the new Philco Quality Comparison Purse that shows you how you can see, touch and compare Philco's outstanding quality for yourself — before you put down one dollar for *any* refrigerator.

WHEN YOU COMPARE, YOU, TOO, WILL FIND true quality: careful construction, fine workmanship . . . only the sturdiest materials where strength is needed . . . plus ingenious features not found in any other refrigerator! Look for the new 1959 models with their red tags—at Philco dealers now.



Quality! Philco RF-1498 with Tri-frigeration has "True Zone" automatic defrost refrigerator.



Quality! Zero Zone Freezer of nearly 5.18 cu. ft. has room for up to 181 lbs. of frozen foods. Glide-out basket. Stores large reserve of frozen juices, soups, ice cubes, etc.



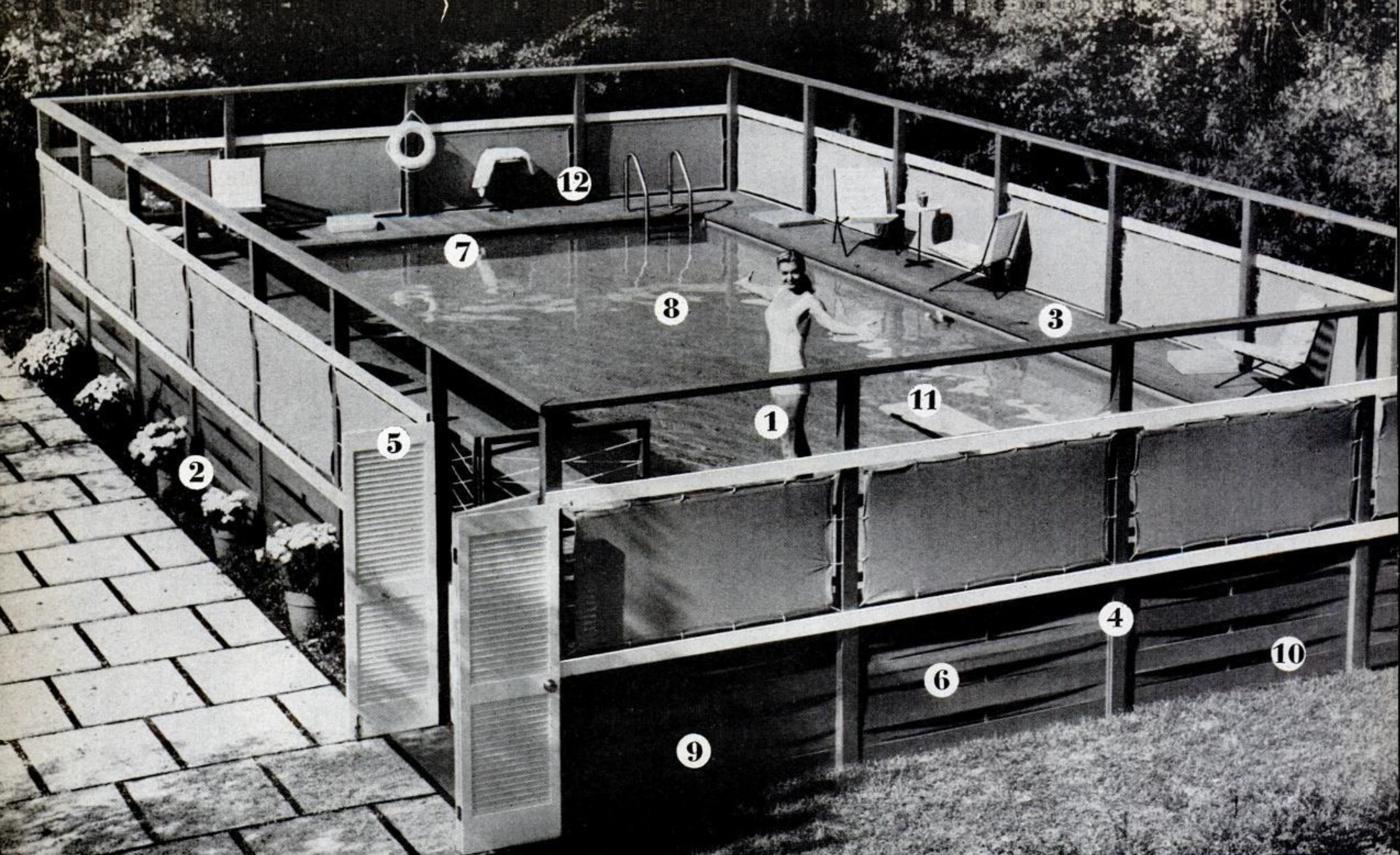
Quality! Cold Flow Meat Locker holds meats fresh days longer without freezing or spoiling, at proper storage temperature. Smooth porcelain, easy to clean.



Quality! New Lazy-Susan Pull-Out Shelf is the easiest-to-use storage shelf ever designed. Pulls out, pulls to the right or left, revolves completely. There are no posts anywhere.

PHILCO

QUALITY FIRST!



1 Esther Williams, famous swimming authority, sparked the idea for this unusual pool **2** Unique split level design can be installed anywhere, even on rocky or sloping ground **3** Big 16' x 32' swimming area is surrounded by a spacious sun deck. Outside dimensions measure 25' x 41' **4** Entire pool structure can be moved to a new location if you move **5** Self-locking doors and safety fence protect children, keep out stray animals **6** Beautiful California Redwood in sundeck, railing, stairway and basketweave sides is practically indestructible, withstands water and weather indefinitely. Redwood needs no costly painting or upkeep, resists decay, termites, shrinking, warping—feels cool on hot days, warm on cool days **7** Watertight "Poolskin" lining is made of 20-gauge vinyl, needs no painting or scrubbing **8** Built-in filtration system keeps water sparkling clean and pure **9** Steel-reinforced construction is built like a bridge for strongest support **10** Storage space of 510 sq. ft. under decks can be used for outdoor furniture, garden tools, games, etc. **11** Pool is available in uniform depth model or with deep end for diving, complete with 6' spring-tensioned board **12** Everything you need for complete family pool enjoyment is included. There are no "hidden extras" to buy. The cost of the pool includes installation, complete filter and drainage system, "Poolskin" lining, colorfast weather curtains, underwater light, underwater vacuum cleaner, stainless steel ladder, safety buoys, life preserver, flag and flagpole, guest log, even the Esther Williams manual on how to swim. Everything but the water!

**Only 10% down puts this fabulous
Esther Williams Pool in your own
back yard this month. (No payment
until June — five years to pay.)**

Please send me complete facts about Esther Williams
Living Pool, including easy financing arrangements,
and the name of my local distributor. LP-1

NAME

ADDRESS

CITY

STATE

Approximate size of my back yard is _____ x _____

INTERNATIONAL SWIMMING POOL CORPORATION
188 East Post Road, White Plains, New York



Why you need a kitchen extension phone

First, it's a great help in running the house—near shopping lists and at your finger tips for calls to the plumber or other repairmen.

Next, it saves you trouble. Biscuits won't burn, or a pot boil over, because a telephone call took you out of the kitchen. And you can still keep a watchful eye on playing children.

It saves you lots of steps, too. Your husband,

like you, will find it one of the most useful phones in your house.

And when all your work is done, it's easy and fun to take a break and chat with a friend on your handy kitchen extension.

Fact is, extension phones in the places your family works, sleeps and plays help so much and cost so little.

SPRING-A-LING!

IT'S KITCHEN TELEPHONE TIME!

Drop in soon at your local Bell Telephone business office and see the colorful kitchen phones on display there. One of them will be just right for *your* kitchen!

BELL TELEPHONE SYSTEM



SEAGRAM-DISTILLERS CO., N.Y.C. 86.8 PROOF. CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES, SIX YEARS OLD.



PERFECT FOLLOW-THROUGH AT "THE MASTERS." Here's drama in full swing at the battleground of one of golf's top tournaments. And after the champions check their cards, there will be a round for the spectators, here from all over America. It will be time for V.O. From Augusta to Aberdeen, this is the favorite of all who know the form, flavor and finesse of the preferred Canadian whisky.

Seagram's
imported Canadian



known by the
company it keeps

To introduce you to THE RCA VICTOR POPULAR ALBUM CLUB CHOOSE FROM THESE FIFTY ALBUMS

ANY FIVE for **\$3.98** only
[NATIONALLY ADVERTISED PRICES TOTAL UP TO \$24.90]

... If you agree to buy five albums from the Club during the next twelve months from at least 100 to be made available

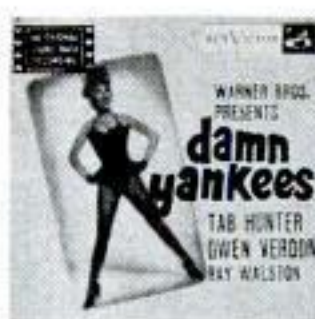
THIS new plan, under the direction of the Book-of-the-Month Club, brings you a variety of popular music... and takes bewildering out of building such a well-balanced collection. You pay far less for albums this way. For example, the introductory offer described here can represent as much as a 40% saving in your first year of membership. Thereafter, through the Club's Record-Dividend Plan you save almost 33 1/3% of the manufacturer's nationally advertised price. After buying the five albums called for in this offer, you will receive a

free 12-inch 33 1/2 R.P.M. album, with a nationally advertised price of at least \$3.98, for every two albums purchased from the Club. A wide choice of RCA VICTOR albums will be described each month. One will be singled out as the album-of-the-month. If you want it, you do nothing; it will come to you automatically. If you prefer an alternate—or nothing at all—you can make your wishes known on a simple form always provided. You pay the nationally advertised price—usually \$3.98, at times \$4.98 (plus a small charge for postage and handling).

ALL ALBUMS ARE 12-INCH 33 1/2 R. P. M. LONG-PLAYING



1. BELAFONTE Folk songs, spirituals, blues, calypsos, including *Scarlet Ribbons*, *Noah*, *Waterboy*, *Sylvie*, *Matilda*.



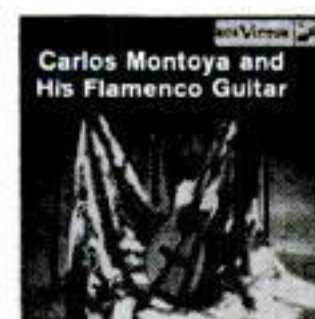
2. DAMN YANKEES Original soundtrack of new film version. Stars Gwen Verdon, Tab Hunter, Ray Walston.



3. LET'S DANCE WITH THE THREE SUNS Forty top standards and show tunes in a dancy supper-club style.



4. AIN'T MISBEHAVIN' Fats Waller plays and sings 12 of his best: *Two Sleepy People*, *Honey-suckle Rose*, *Tea for Two*.



5. CARLOS MONTOYA AND HIS FLAMENCO GUITAR A recital by the greatest living exponent of Spanish gypsy music.



6. SOUTH PACIFIC Original soundtrack recording from the Rodgers-Hammerstein film hit. 15 perennial favorites.



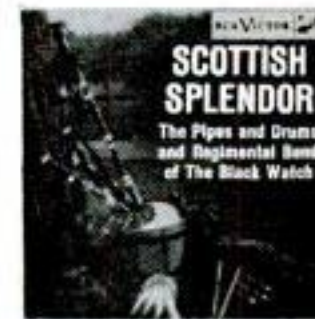
7. LET'S CHA CHA WITH PUENTE The popular cha cha band with perfect tempos for Latin-American dancing.



8. STRAUSS WALTZES Melachirino Orchestra. *Blue Danube*, *Artists' Life*, *Emperor Waltz*, *Voices of Spring*, etc.



9. YES INDEED! Tommy Dorsey with Sinatra, Stafford, Herigan, Marie, *Boogie Woogie*, *Song of India*, *Star Dust*.



10. SCOTTISH SPLENDOR Pipes, drums, regimental band of the Black Watch. Rousing, fiery music in highest fi.



11. MUSIC FOR RELAXATION *Star Dust*, *Autumn Leaves*, *The Sleepy Lagoon*, *White We're Young* and others.



12. LENA HORNE AT THE WALDORF ASTORIA On-the-spot recording of her sensational night-club show.



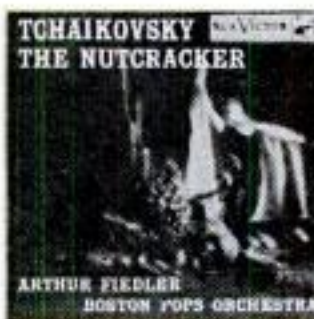
13. THE EYES OF LOVE Dreamy, romantic tunes. *I Only Have Eyes for You*, *Smoke Gets in Your Eyes*, *I'll Be Seeing You*, etc.



14. THE DRUM SUITE Progressive jazz composition by Manny Albam and Ernie Wilkins. Loaded with name stars.



15. GIGI Songs from the film score by Lerner and Loewe, writers of *My Fair Lady*, sung by Gogi Grant and Tony Martin.



16. THE NUTCRACKER SUITE Excerpts from Tchaikovsky's ballet music, played by the Boston Pops Orchestra.



17. MUSIC FOR DINING Popular favorites and light classics: *September Song*, *Charmaine*, *Diane*, *Warsaw Concerto*, others.



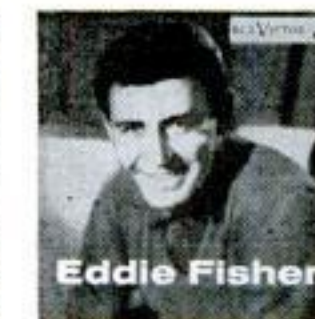
18. THE NEW GLENN MILLER ORCHESTRA IN HI FI Miller style, modern repertoire, starring Ray McKinley.



19. GISELE La MacKenzie sings ballads; *Stranger in Paradise*, *Hey There*, *Ebb Tide*, *Too Young*, *Moonglow*, etc.



20. THE GOLDEN AGE OF BENNY GOODMAN Original recordings of B.G.'s greatest hits with Krupa, James, Berigan.



21. THINKING OF YOU Eddie's biggest hits. *Wish You Were Here*, *Oh! My Pa-Pa*, *How Do You Speak to an Angel?*, others.



22. THE KING PLAYS SOME ACES Xavier Cugat's latest album: his most famous hits in hi fi. *Green Eyes*, *Adios*, etc.



23. MARY MARTIN SINGS - RICHARD RODGERS PLAYS Rodgers' songs with Hammerstein and Hart lyrics.



24. BULL RING PASODOBLES Exciting music with Federico Moreno Torroba and the Pasodoble Band of Madrid.



25. COMO'S GOLDEN RECORDS 14 of Perry's million sellers: *'Til the End of Time*, *Prisoner of Love*, *Temptation*.



26. MOONGLOW Artie Shaw and his two most successful bands. *Begin the Beguine*, *Nightmare*, *Star Dust*, *Frenesi*, others.



27. GUIDE TO JAZZ Armstrong, Basie, Daddys, Ellington, Waller, Hampton, Hawkins, Morton, Henderson, others.



28. PLAY, GYPSY, PLAY Gypsy Sandor Orchestra plays *Autumn Leaves*, *Dark Eyes*, *Music, Maestro Please*.



29. BING WITH A BEAT Bing Crosby on a jazz lark, abetted by Bob Scooby and his all-stars, sings twelve oldies.



30. SWEET SEVENTEEN The Ames Brothers sing twelve standards: *I Don't Know Why*, *Little White Lies*.



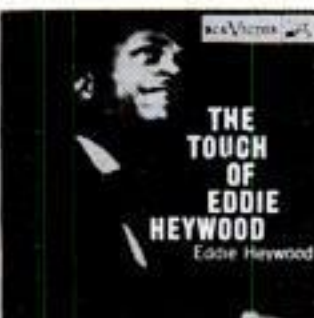
31. LULLABY OF BIRDLAND 12 different versions of jazz classic. Big bands, pianists, and modern jazz groups.



32. STUDENT PRINCE Mario Lanza sings hit show tunes by Romberg, also Lehar, Rodgers, Brodsky and Coward.



33. GEORGE FEYER TAKES YOU TO SOUTH PACIFIC & OKLAHOMA! Sparkling piano versions of the hit scores.



34. THE TOUCH OF EDDIE HEYWOOD Trio plays *Summertime*, *The Man I Love*, *On the Street Where You Live*, etc.



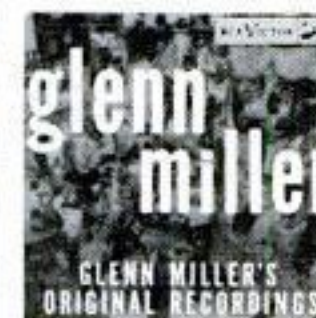
35. MAGOO IN HI-FI Jim Backus (Magoo), in a series of hilarious antics designed to show off your high-fidelity rig.



36. MARIAN ANDERSON SINGS SPIRITUALS One of the all-time great vocal collections. Special re-issue.



37. A NIGHT AT THE COPACABANA WITH TONY MARTIN On-the-spot recording of his supper-club routine.



38. GLENN MILLER Original versions of the great Miller hits. *In the Mood*, *String of Pearls*, *Little Brown Jug*, others.



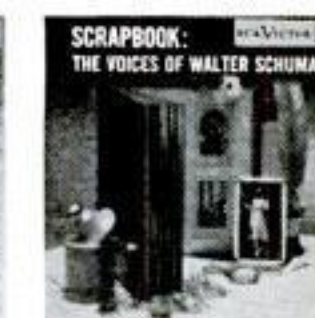
39. DILO (UGH!) Perez Prado's exciting band plays his hit cha cha *Patricia*, also *Back Bay Shuffle*, *Bandido*, etc.



40. DUKE ELLINGTON 1940-42 band. Includes *Take the "A" Train*, *Perdido*, *I Got It Bad*, *Cotton Tail*, *All Too Soon*.



41. BELAFONTE SINGS OF THE CARIBBEAN Traditional calypsos and a great variety of West Indian folk tunes.



42. SCRAPBOOK The Voices of Walter Schumann sing mellow mood music, varied program of standards, light classics.



43. BRASS & PERCUSSION Morton Gould Symphonic Band in 17 marches by Sousa, Goldmann, etc. Hi-fi showpiece.



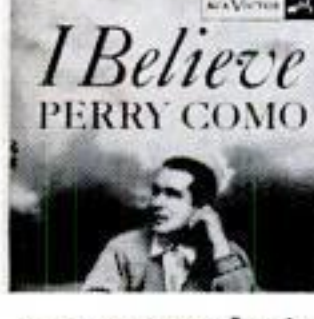
44. CAROUSEL Rodgers and Hammerstein's beautifully melodic score superbly sung by Robert Merrill, Patrice Munsel.



45. TOWN HALL CONCERT PLUS A must for jazz collectors, starring Armstrong, Teagarden, Hackett in 1947 concert.



46. OPERA WITHOUT SINGING 15 favorite melodies arranged for orchestra. Arthur Fiedler conducting Boston Pops.



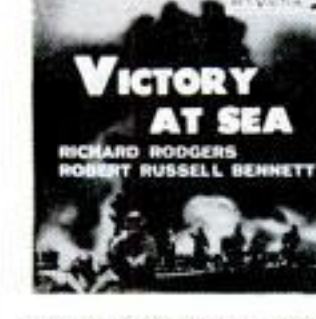
47. I BELIEVE Inspirational songs of all faiths; Schubert's *Ave Maria*, *The Lord's Prayer*, *Bless This House*, *Kol Nidre*.



48. BOSTON POPS PICNIC All-time favorites by concert orchestra. *Jalousie*, *Malagueña*, *In a Persian Market*, others.



49. PORGY AND BESS Risé Stevens, Robert Merrill sing Gershwin's *Summertime*; *Bess*, *You Is My Woman Now*, etc.



50. VICTORY AT SEA, Vol. 1 Richard Rodgers' orchestral suite especially composed for the NBC-TV production.

THE RCA VICTOR POPULAR ALBUM CLUB P. O. Box 80, Village Station, New York 14, N. Y.

Please register me as a member of The RCA VICTOR Popular Album Club and send me the five albums whose numbers I have circled at lower right, for which I will pay \$3.98, plus a small postage and handling charge. I agree to buy five other albums offered by the Club within the next year, for each of which I will be billed at the manufacturer's nationally advertised price: usually \$3.98, at times \$4.98 (plus

a small postage and handling charge). Thereafter, I need buy only four such albums in any twelve-month period to maintain membership in The RCA VICTOR Popular Album Club. I may cancel my membership any time after buying five albums from the Club (in addition to those included in this introductory offer). After my fifth purchase, if I continue, for every two albums I buy I may choose a third album free.

Name _____
Address _____
City _____ Zone _____ State _____
NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in below:
Dealer's Name _____
Address _____

PLEASE NOTE: Send no money. Bill will be sent. Albums shipped only to residents of U.S., its territories and Canada. Albums for Canadian members are made in Canada, shipped duty free from Ontario.

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31	32	33	34	35	36	
37	38	39	40	41	42	43	
44	45	46	47	48	49	50	

New Medicated Acne Stick

nips pimples in the "bud"

WORKS EVEN ON PIMPLES THAT ARE INTERNALLY-CAUSED!



Acts fast to stop pimples from "blooming" and spreading...
conceals and helps heal pimples in all stages...
even when caused by rich foods, or emotional upsets!

You know that only a doctor should treat glandular conditions...or the other serious internal causes of acne.

But the *pimples* caused by these disturbances are no longer the problem they used to be!

For now a new kind of acne skin treatment is here. It's a new kind of medication that works safely, surely—whether the blemishes are internally or externally caused. It's Sentor Medicated Acne Stick—*today's most effective treatment for pimples.*

Does more—because it contains more new ingredients

From the very first time you dab it on, Sentor does more to help heal pimples than any other product you could ever buy before. For only Sentor contains a combination of four ingredients that skin

specialists prescribe for their patients. Four ingredients that act fast to help heal and dry blemishes in their *bud* stage—or *any* stage.

You'll find Sentor Stick works so well—so fast—pimples just seem to melt away. And new, skin-toned Sentor Stick *conceals* while it helps heal. Keeps your pimples a secret.

Easy, convenient to use

Just a quick dab with Sentor Stick is all you need—nothing to get under your nails, nothing to wash off your hands. No tell-tale medicinal odor.

Ask your own doctor

He knows this new greaseless formula is so effective and so *safe*. Try Sentor Medicated Acne Stick—you'll be so glad you did.

HOW SENTOR ACTS FOUR WAYS TO HELP HEAL PIMPLES... TO PREVENT BLOOMING, SPREADING... EVEN SCARRING

1. Melts blemishes away—penetrates to dissolve "sick" pimple tissue.
2. Dries up pustules—absorbs the oil that pimples thrive on.
3. Helps prevent scarring—helps heal tissue before permanent scarring begins.
4. Combats re-infection—combats the bacteria that make pimples grow and spread.

...and skin-toned Sentor conceals while it helps heal!

Sentor is perfect for men. No perfumed odor. Won't show. Quick, clean, greaseless. As easy to apply as a styptic pencil.



SKIN TONED

sentor

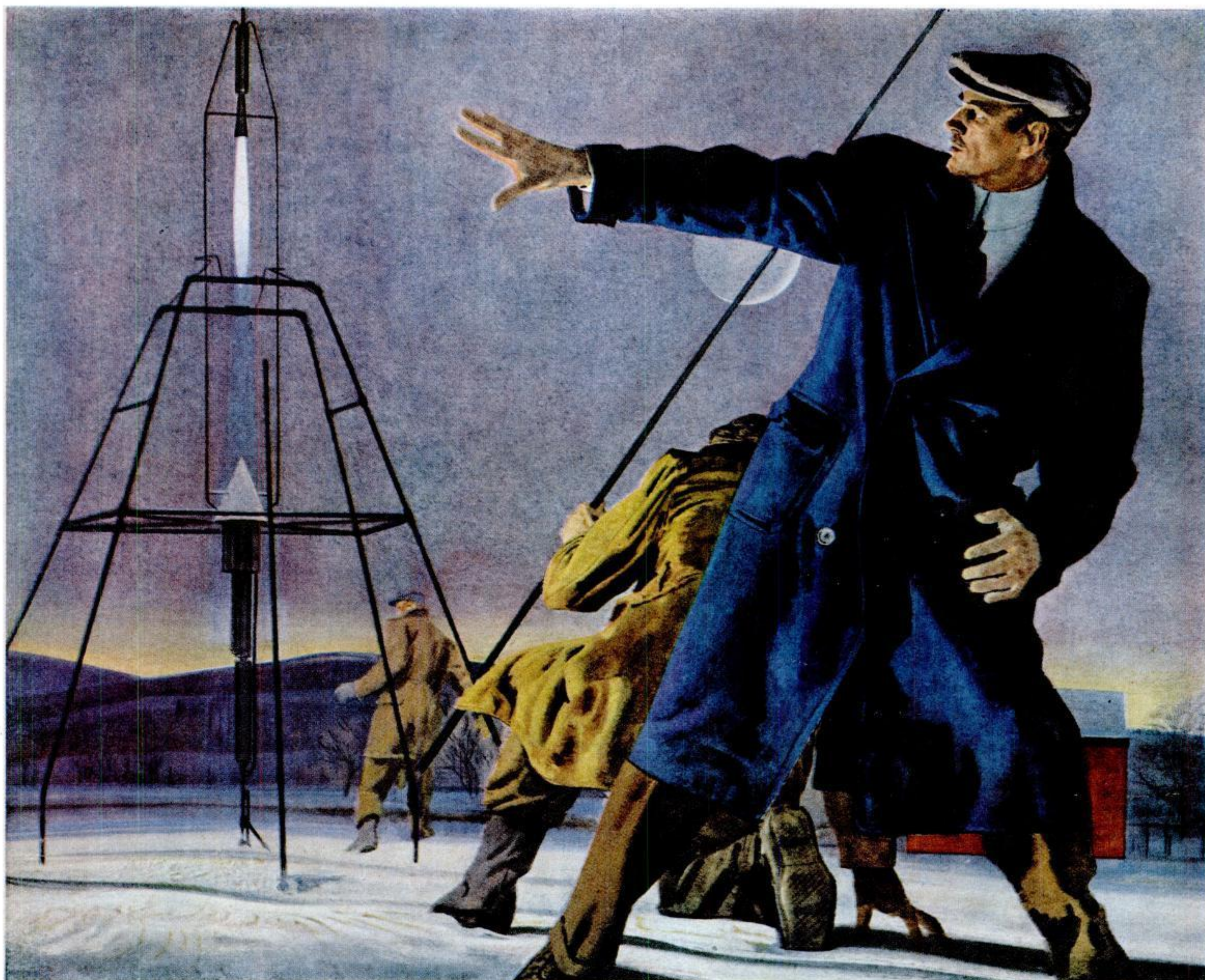
CONCEALS WHILE IT HELPS HEAL



ONLY
\$1.50
NO F.D.T. TAX

Also available
in Canada

Dunbar Laboratories, Wayne, N. J.



He opened the door to space...



Robert H. Goddard

IT WAS small compared with the giants men send up today. And for all the racket it didn't go much higher than the barn-roof.

This didn't matter to Robert Goddard. The big thing was that it flew.

They're all over the front pages now. Rockets with names like Atlas and Explorer and Vanguard probe the heavens and stretch for the moon, chipping away at space... because a young physics professor from Worcester, Mass., taught them how.

But in those days only boys were supposed to take rockets seriously. They discovered them in the books of Jules Verne and H. G. Wells. Bob Goddard did. And he carefully noted in the margins whenever these friends violated scientific fact.

At college his first experiments filled the labs with smoke. Later, with savings from his modest salary, he shopped hardware stores for "rocket parts." And in his workshop a dream began to have shape.

On a cold March morning in 1926, out on his Aunt Effie's farm in Auburn, the dream took flight. With the first successful launching of a liquid-fuel rocket, Bob Goddard turned science fiction into fact.

And he made us remember something, this stubborn Yankee professor... that America is a land where free men have made a habit of doing the impossible. In such a climate no boy's dreams are ever really out of reach.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Ask your John Hancock Agent about our new Signature Series—the most advanced life insurance contracts for every need.



Daniel Webster visits his friend James Crow

Senator Webster, he of the golden tongue and the good life, thought Old Crow such a work of art, he visited Dr. Crow at the distillery. The great orator ringingly pronounced Crow's whiskey "the finest in the world"—according to historical archives.



LIGHT • MILD • 86 PROOF
KENTUCKY BOURBON

Taste the Greatness of

OLD CROW

America's Preferred Bourbon

James Crow created his bourbon masterpiece 124 years ago—and history beat a path to his door. Today 86 proof Old Crow is favored by more Americans than any other bourbon—because it is still the perfect formula for Kentucky bourbon!

"The Greatest Name in Bourbon"



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY, DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.



The man who flies knows how engineering can keep you safe, appreciates our extra-brawny brakes, safety glass all around, and Torsion-Aire Ride that makes these America's surest-handling cars. You get the good things first from Chrysler Corporation!

A DRIVE will bring out the difference great engineering makes



Drive one of the *Can Do* Cars of The *Forward* Look.

The quality cars from Chrysler Corporation.

Built for the 1 man in 4 who wants a little bit more.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

It's a toaster and "oven" in one!



General Electric Toast-R-Oven* gives you a **PLUS**... the "oven" keeps toast warm... heats rolls, muffins, grills toasted sandwiches

Now, right at your table, you can do just about all your toasting and warming jobs.

"UPSTAIRS," the versatile General Electric Toast-R-Oven makes perfect toast.

"DOWNSTAIRS," it toasts buttered bread, heats rolls, muffins, frozen waffles... makes delicious melted cheese sandwiches... flavorful garlic bread. Or, keeps *six* pieces of toast crisp and warm until they're needed.

Nobody has to wait, there's *always* plenty of hot toast on hand for the whole family!

Toasts any shade you want—All you do is set the browning control and then press the button. Toast pops up *extra-high*—no digging or scorched fingertips.

Be sure to see this exciting General Electric Toast-R-Oven at your dealer's *today*! General Electric Company, Portable Appliance Dept., Bridgeport 2, Connecticut.

*Trademark of General Electric Company.

Progress Is Our Most Important Product
GENERAL  ELECTRIC

There's always a PLUS in General Electric



It's a steam and dry iron!
PLUS... a built-in sprinkler

General Electric Spray, Steam & Dry Iron lets you bring your clothes direct to your ironing board. Even heavy cottons, linens and starched things! This amazing iron sprinkles for you... *as you iron!*



New! Cooks a king-sized meal!
PLUS... completely immersible

General Electric Automatic Skillet in new 12-inch size. Accurate temperature control maintains the just-right heat for each food—without constant watching. Fries, bakes and stews to flavorful perfection.

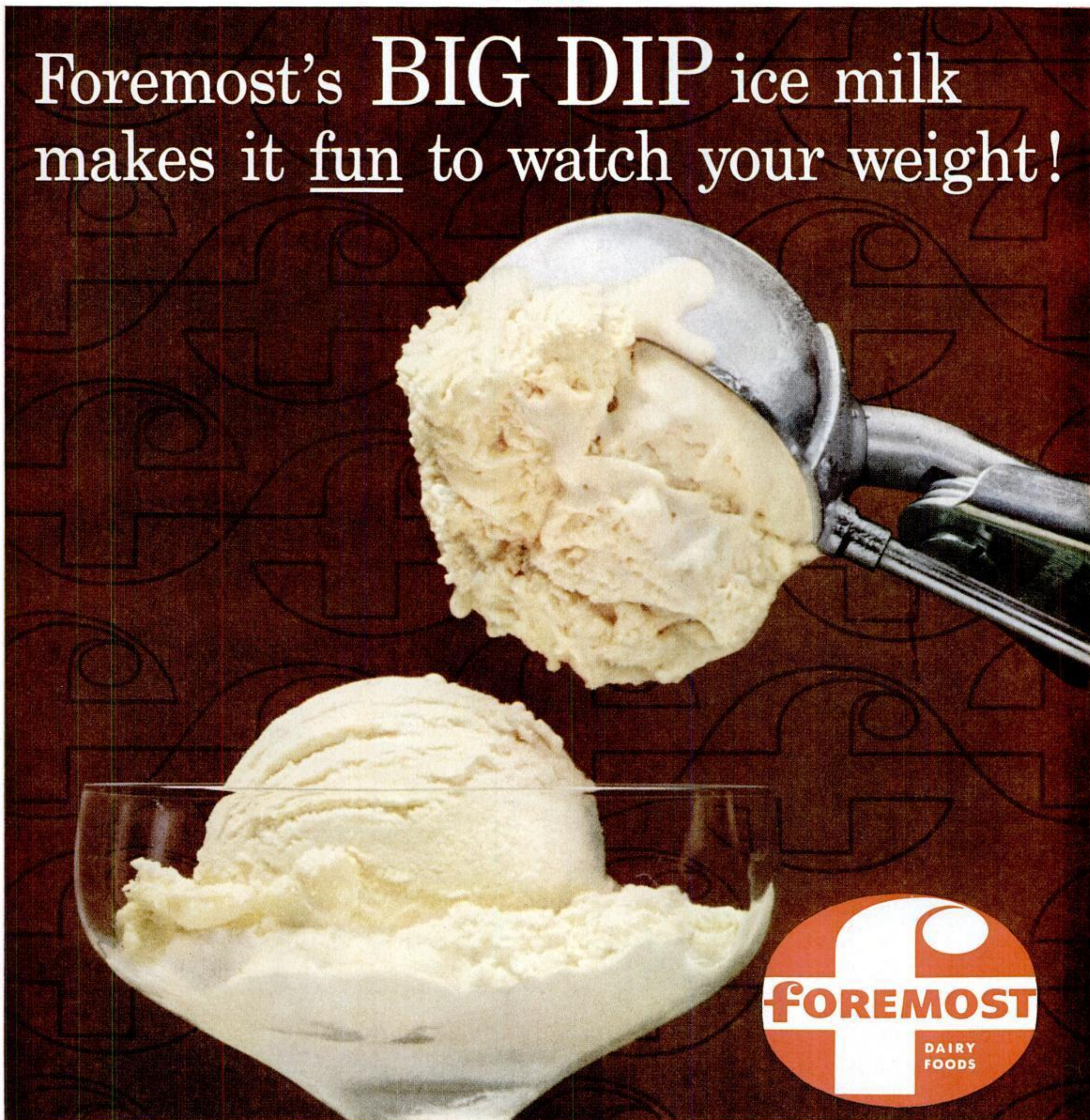


Brews delicious coffee every cup!
PLUS... now in stainless steel

General Electric Automatic Coffee Maker brews 2 to 9 cups perfectly. Set brew control; signal light glows when it's ready! Easy-to-clean stainless steel protects flavor. *Reheats without reperfing!*

LOW-CALORIE IDEA: fresh from the Foremost Dairy Kitchens!

Foremost's **BIG DIP** ice milk
makes it fun to watch your weight!



Looks rich — but it's not! Tastes rich — but it's not!
It's Big Dip, the dairy dessert of the decade!

Even though it's full of country cream and milk, Big Dip ice milk is amazingly low in calories! So low, in fact, you can splurge on treats like sundaes and sodas — and still watch your weight!

Sound good? Tastes even better. Take a big dip — two big dips — and see!



YOUR FAMILY GETS THE MOST FROM FOREMOST



In some areas,
Foremost Dairy Foods
come to you
under these other
brand names



a sectional grouping from The Sonata Collection

KROEHLER

world's largest



furniture maker

*Exquisite furniture
Delightfully designed
Thoughtfully priced*

VALENTINE SEAVER *originals*

IF YOU PRIZE IT... KRYLON-IZE IT!

Everyone has a use for

KRYLON SPRAY PAINTS



Paint hard - to - get - at places with quick and easy Krylon. Ideal for radiator covers, shutters, screens.



Give that old toilet seat (not plastic) a new lease on life in minutes with quick-drying Krylon. Ideal for clothes hampers, wastebaskets, Venetian blinds.

22 Decorator Colors; Crystal-Clear, Varnish Sprays

DRIES IN MINUTES!

IF YOU PRIZE IT... KRYLON-IZE IT!

UNIPAD By **HEMLAST**
all-in-one IRONING TABLE COVER-PAD SET
For outstanding quality, for better value be certain to ask for Hemlast products.
SOLD AT LEADING DEPARTMENT STORES
GUSTIN-KRAMER COMPANY BOSTON 15, MASS.

LISTO writes on glass
(and everything else!)

It's the miracle marking pencil—big, bright, bold! Refills in look-alive colors, too! Pencil 27¢, Refill 15¢.
AT VARIETY & STATIONERY STORES EVERYWHERE

LANCER
Automatic Wash 'n Wear
MEN'S SLACKS \$7.88 2 FOR \$15
• At Best Stores •
JACK SCHULTZ, INC., ST. LOUIS 3, MO

Richer, Greener Lawns!
Rich organic fertilizer—skillfully formulated by one company for 105 years! Long lasting—yet quick acting. You see lovely results in 3 to 5 days! Used by many country clubs. See your dealer or write:
TRIPLE-X XXX LAWN FOOD
STADLER FERTILIZER CO., 1012 Denison Ave., Cleveland 9, Ohio

ACID INDIGESTION?

KEEP YOUR TUMMY UNDER TUMS CONTROL!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

LIFE

EDITOR-IN-CHIEF... Henry R. Luce
EXECUTIVE ASSISTANT... Albert L. Furth
PRESIDENT... Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Edward O. Cerf

John K. Jessup... CHIEF EDITORIAL WRITER
Charles Tudor... ART DIRECTOR
Joseph Kastner... COPY EDITOR
Marian A. MacPhail... CHIEF OF RESEARCH
Ray Mackland... PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham, Gene Farmer, Ralph Graves, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, Roger Butterfield, Robert Coughlan, Frank Gibney, William Miller, Paul O'Neil, John Osborne, London Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitington.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John Dille, Mary Hamman, Enno Hobbing, Edward Kern, Sally Kirkland, Mary Leatherbee, David Scherman, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Charles Champlin, Robert Drew, Terry Drucker, Timothy Foote, Nancy Genet, Eleanor Graves, Muriel Hall, Monica Horne, Patricia Hunt, Jerry Korn, Philip Kunhardt, Jeanne Le Monnier, James Lipscomb, Paul Mandel, Richard Meryman, Jack Newcombe, Joseph Roddy, Albert Rosenfeld, Irene Saint, Dorothy Seiberling, John Stanton, Valerie Vonderhull, Marilyn Wellmeyer.

REPORTERS: Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Mary Cadwalader, Gail Cameron, Jeanne Campbell, Vivian Campbell, Barbara Cunniskey, James Delay, Jeanne Dempsey, Beatrice Dobie, Laura Ecker, Charles Elliott, Diana Fetter, Jack Fincher, Tom Flaherty, Joan Gibson, Frances Glennon, Judson Goodling, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harnan, Alicia Hills, Judith Holden, Grayce Horan, Alix Kerr, Nancy King, Richard Lewis, Harvey Loomis, John MacDonald, David Martin, George McCue, Joann McQuiston, Loretta Nelson, Clara Nicolai, Sheila Osmundsen, William Pain, Betty Patterson, Maya Pines, John Porter, Stanley Price, Henriette Roosenburg, Louise Samuels, Diane Sawyer, Kathleen Shortall, Ruth Silva, Charlotte Smith, Marion Steinmann, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Alison Wehren, Thomas Wheeler, Margaret Williams.

COPY READERS: Helen Denell (Chief), Dorothy Ilson, Barbara Fuller, Catherine O'Haire, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sordaro, Richard Valdatti, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Doris O'Neil (Chief), Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Richard Clurman, Helen Fennell, Marshall Lumsden, Charles Osborne—WASHINGTON: John L. Steele, Donald Wilson, W. K. Goolrick, Patsy Parkin, Norman Ritter, Don Schanche; CHICAGO: Roy Rowan, Henry Snyder, Jane Estes, John McDermott, Russell Sackett, Don Underwood; LOS ANGELES: Frank McCulloch, John Jenkins, Shana Alexander, Peter Bunzel, James Goode, Art Seidenbaum, Davis Thomas, David Zeitlin; ATLANTA: Harry Johnston, Richard Stolley, Robert Mason; BOSTON: Murray Gatt, Paul Welch; DALLAS: Thomas Martin, Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Marshall Berge, Richard Anthony; MIAMI: William Shelton; SAN FRANCISCO: Richard Pollard, William Trombley; SEATTLE: Wilbur Jarvis; ANCHORAGE: William Smith; OTTAWA: Arthur White, Oliver Clausen; MONTREAL: Harrison Lilly; TORONTO: Kenneth Frosdick; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Caturani, Florence McNeil—LONDON: Robert Manning, Norman Ross, Anne Angus, Ruth Lynam, Robert Morse; PARIS: Frank White, Milton Orshesky, Will Lang, Gabrielle Smith, David Snell; BOSS: John Meeklin, John Mulliken; VIENNA: Dwight Martin; ROME: Walter Guzzardi Jr., Dora Jane Hamblin; RABAT: Stanley Karnow; JOHANNESBURG: Curtis Prendergast; ATHENS: Donald Burke; BERLIN: William McHale; NEW DELHI: Donald S. Connery; HONG KONG: James Bell, Scot Leavitt; TOKYO: Alexander Campbell; MEXICO CITY: Richard Oulahan Jr.; PANAMA: Bruce Henderson; RIO DE JANEIRO: George de Carvalho; BUENOS AIRES: Piero Saporiti; LIMA: Lee Hall.

PUBLISHER... Andrew Heiskell
GENERAL MANAGER... Robert T. Elson
ADVERTISING DIRECTOR... Clay Buckhout

**IT'S
A MAN'S
BEST
FRIEND!**

There's no sock like the Governor®—America's favorite one-size rib sock that makes a man a man! It's handsome, stays neat, stays up, feels like a million! Sanitized® for hygienic freshness, too! Available in all-nylon, regular or over-the-calf length; in cotton-and-nylon, regular length. \$1.00 a pair.

ESQUIRE SOCKS®

ESQUIRE SOCKS, DIVISION OF KAYSER-ROTH HOSIERY COMPANY, INC., MANUFACTURERS, 200 MADISON AVENUE, NEW YORK

To the 700,000 who will

FACT NO. 1

More people sleep on Beautyrest® than on any other mattress in the whole wide world!

So when you buy Beautyrest you know you're getting the mattress that has proven itself best for comfort and rest. In other mattresses, springs sag together under your weight. Each Beautyrest spring works separately, independently from every other one.



FACT NO. 2

Only Beautyrest has separate back-supporting springs that push up in the small of your back!

This is the kind of restful support that is designed to end backache. Only Beautyrest has separate springs to fit the curve of your back. And because it has buoyant firmness, Beautyrest will not rob you of comfort and sleep—as do so many so-called posture mattresses.



FACT NO. 5

Only Beautyrest gives single-bed comfort in a double bed because only Beautyrest has separate, independent springs for husband and wife!

Beautyrest's springs are separate and independent. Press down on one Beautyrest spring and others are not affected. No rolling together. The heaviest husband cannot disturb his wife's rest.



FACT NO. 6

This is a statement from Ernest Henderson, president of Sheraton Hotels: "With 52 of America's leading hotels coast to coast in the United States and Canada, we pride ourselves on our hospitality and on our comfort. Beautyrest is the only mattress we now buy."

Beautyrest is the only mattress that has passed the performance standards of the American Hotel Association.



These are

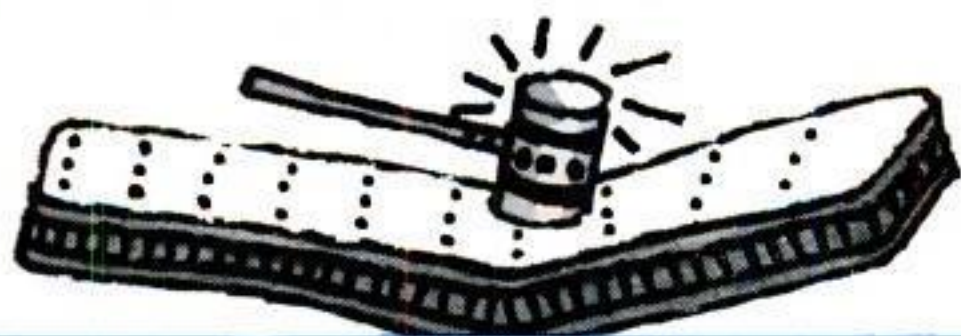
buy a mattress this month

Mattresses may look alike, but there's a big difference in the degree of healthful rest they provide. These 7 facts are a very important buying guide. They are the reasons for insisting on Beautyrest.

FACT NO. 3

In a series of durability tests, Beautyrest was proven to last three times as long as the next best mattress tested by the United States Testing Co.

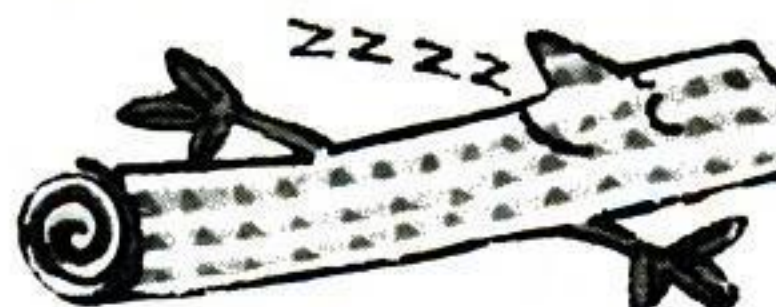
So if you're out to save money, it pays to insist on longer lasting Beautyrest. In the long run, the best actually costs the least. Important to know with many so-called "bargain buys" on the market today.



FACT NO. 4

Beautyrest was proven to give more stage 4 sleep (deep sleep) than any of the other leading mattresses tested in 60,000,000 sleep recordings made under the supervision of the Sleep Research Foundation.

The more deep sleep you get, the more refreshed you are in the morning. That's why—when you buy Beautyrest—you're assured of maximum, healthful rest.



FACT NO. 7

Beautyrest always protects you, the shopper.

As stated by Grant Simmons, Jr., president of Simmons Company: "Beautyrest is never offered with an artificial, inflated 'list' price. Others do this continually. The advertised price is slashed down to the actual price of the mattress as a 'come-on.' Beautyrest always means what it says—and it gives you \$79.50 value for \$79.50."



These are the undisputed facts. And these are the reasons Beautyrest now makes this unprecedented offer.

Try the all-new Beautyrest for 30 nights in your home ... on your bed. Be absolutely satisfied or it won't cost a single cent. Your dealer has been supplied with a limited quantity of special "Guest Cards" to mail to you. If you don't receive yours within 10 days, be sure to stop by and ask him for it.

BEAUTYREST 30 NIGHT

GUEST CARD

As holder of this numbered card you are entitled to a special 30-night guest trial of a new Beautyrest mattress in your own home ... on your own bed. You may try it for sleep before you buy it for keeps. Be absolutely satisfied or your money will be refunded. Your 30-night guest trial won't cost you a single cent! Right is reserved to cancel this amazing offer at any time.

Mrs. John C. Smith

13 Green Village Rd.

Madison, New Jersey

Grant Simmons, Jr.
President, Simmons Co.

BEAUTYREST by SIMMONS

facts! Don't be switched by half-truths! Don't be switched from Beautyrest!

Industrial Sight at Sea

THE tracery of towers, bridges and platforms silhouetted against a shimmering sea makes a strange and beautiful industrial sight. The offshore complex shown here is the world's first overwater sulphur mine and the largest steel island ever built. Being constructed by the Freeport Sulphur Company in the Gulf of Mexico off Grand Isle, La., the \$30 million mine will be in operation by 1960. Its immense plant will pump five million gallons of superhot water a day down 2,000 feet beneath the gulf's floor into a rich deposit of sulphur. Melted and forced up, the sulphur will be piped seven miles to shore.

The island stands in 50 feet of water on pilings sunk 170 feet into the bottom. The barge in the foreground is larger than a football field. The bridges, wide enough for trucks, are a half mile long and will eventually extend almost a mile. If hurricanes come, the population of 150 could ride them out 75 feet above sea level in four comfortable aluminum buildings with a cafeteria, TV lounge and a ping-pong parlor.

BUILDING ISLAND, a giant crane swings platform from the barge (*foreground*) toward pilings. Above it are employe quarters. Cross-topped platform (*right center*) is helicopter port. Tower at far left sinks well to sulphur.





LETTERS TO THE EDITORS

BLANKET

Sirs:

Please convey to Martha Holmes my thanks for portraying such an excellent subject and such a human one ("A Blanket Is a Little Girl's Best Friend," LIFE, March 16). I'm sure it will bring back fond memories to a great many mothers.

VICTORINE M. WHITBECK

Copake Falls, N.Y.

Sirs:

I couldn't resist sending a picture of my year-old daughter, Janice (below, left).

MRS. DOROTHY FISHER

Hayden, Ariz.



JANICE FISHER



DARINE KLEGA

Sirs:

Your article was enjoyed by our family as our little Darine holds the same fond attachment to a small piece of blanket (above, right), all that is left of the original.

DORIS KLEGA

Topanga Canyon, Calif.

Sirs:

Our daughter also called her blanket "Baa." Before "Baa" could become too important I began changing the blanket daily. Our daughter readily accepted the substitutions.

By the time she had reached Anne's age, our daughter had re-attached herself to a Teddy bear. We have never been sure this was altogether desirable. It is extremely difficult to launder a mohair Teddy bear.

MRS. JOHN B. CURRIE

Cornwall, Conn.

Sirs:

Photographer Holmes should use the simple psychological trick of "crowding the threshold." By cutting off one inch of the blanket every day, mother's problem and daughter's tattered companion would soon vanish.

ROBERT M. LIVINGSTON

New Haven, Conn.

Sirs:

Like Anne's mother, we worried that our daughter Andy's blanket would get lost. It didn't—but it wore down to a tiny fragment of fringe. This proved very convenient as Andy would tuck it into her ear for future use when both hands were busy.

JOAN LLOYD

Drums, Pa.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

Sirs:

An almost duplicate blanket chewed on by Anne Waxman was shredded and mashed by my Bonnie. It diminished in size until there were but a few strands extant. The strands were carefully guarded by the child until one night during a coughing spell—she swallowed what was left! She may have lost a cherished friend, but we have gained a well-adjusted daughter!

LEE POLK

New York, N.Y.

EDITORIAL

Sirs:

With great pleasure I lift my stein in a toast to the editorial, "Welcome, Son, Who Are You?" (LIFE, March 16), a truly thought-provoking work.

Your message will long be remembered in my search for self-knowledge and self-identity.

JOHN P. BOUTILIER

Orono, Maine

Sirs:

I would heartily recommend that the analysis which you propose to the undergraduate also be made by professors and laymen for all can benefit therefrom.

DON R. MATHIS

Salt Lake City, Utah

Sirs:

I am troubled by your reference to the UNESCO *History of the Scientific and Cultural Development of Mankind*. The UNESCO history is far from being an academic exercise in the presentation of uncoordinated facts as I understand your usage of the phrase "pure history" to imply.

The history is based on the recognition that at no time in the past has the whole of mankind been guided by the historical experience of any one nation or any one continent but that despite the differences, mankind has had a similar basic development everywhere. The scholars working on this six-volume history are of many nationalities, American, British, Dutch, French, Indian, Latin American, etc. They have attempted to show the unity and the diversity of mankind and how the cultures interact with one another. This is no venture into dusty manuscripts; it is an attempt to understand not only the West or the East but the whole of our world through the eyes of past history.

ERIC E. HIRSHLER

New Haven, Conn.



MANIZALES' MISS UNIVERSE

Universe 1958, Miss Luz Marina Zuloaga, is a native of Manizales.

COFFEE FESTIVAL

Sirs:

On behalf of the city of Manizales, please accept the grateful thanks of our people for the wonderful picture story on our recent festival ("Seven-Day Coffee Break in Colombia," LIFE, March 16). This is just another of the great services rendered by LIFE in increasing understanding between the peoples of all nations.

We are especially proud of our beautiful women, in fact the present Miss

ARTURO MONTES SAENZ
Mayor

Manizales, Colombia

TELEVISION

Sirs:

Your TV experts ("Another Toll for a Famous Bell," LIFE, March 16) most certainly should have caught the fact that the show's producer is Fred Coe, not Frank. I do not know Mr. Coe. But this is a well-known name to anyone who has paid any attention to the serious drama presented on television these past years.

ALLAN GORDON

Hollywood, Calif.

● A typographical error misnamed Mr. Coe, the distinguished, prizewinning producer of many TV

classics, including *Marty*, *Peter Pan* and *The Plot to Kill Stalin*.—ED.

SPEAKING OF PICTURES

Sirs:

The current issue carries a picture entitled "A Primitive Victor's Piggyback" (LIFE, March 16) which I clearly recall having seen several years ago in the *National Geographic Magazine*. I have no complaint to offer that you have printed it. It is a remarkable and truly unforgettable picture.

ALLEN HICKLIN

Cleveland, Ohio

● It has also run in *Paris-Match* and *Photorama* and has become a classic in photography.—ED.

DARWIN'S WORLD OF NATURE: PART V

Sirs:

Your article, "The Animal Heirs of Ages Past" ("Darwin's World of Nature," Part V, LIFE, March 16) was marvelous. The true-to-life pictures were superb and the close-ups were amazing.

KATHLEEN ELVIN

Floral Park, N.Y.

Sirs:

It gave our family a pleasant surprise to see a replica of Happy, our pet night monkey. Although nocturnal by instinct, he has become adjusted to our diurnal habits. He has taken nicely to such insectlike delicacies as Swiss cheese and French fried potatoes. His reading habits have changed considerably since he left the jungle as you can see by this photograph.

Darwin, I think, would have been quite pleased with his rapid adaptation to environment.

JOSEPH CHESSE

Brooklyn, N.Y.



PET NIGHT MONKEY

HAPPY CARAVAN OF MODERN PIONEERS

Sirs:

Thank you for such a stirring and most dramatic presentation of "A Happy Caravan of Modern Pioneers" (LIFE, March 16) which makes us aware that the spirit of the early pioneers of America still lives.

JOHN THOMPSON

Pleasant City, Ohio

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



Please send ONE YEAR OF LIFE \$7.75

(in continental United States, Hawaii, Puerto Rico, Virgin Islands, and Canada.)

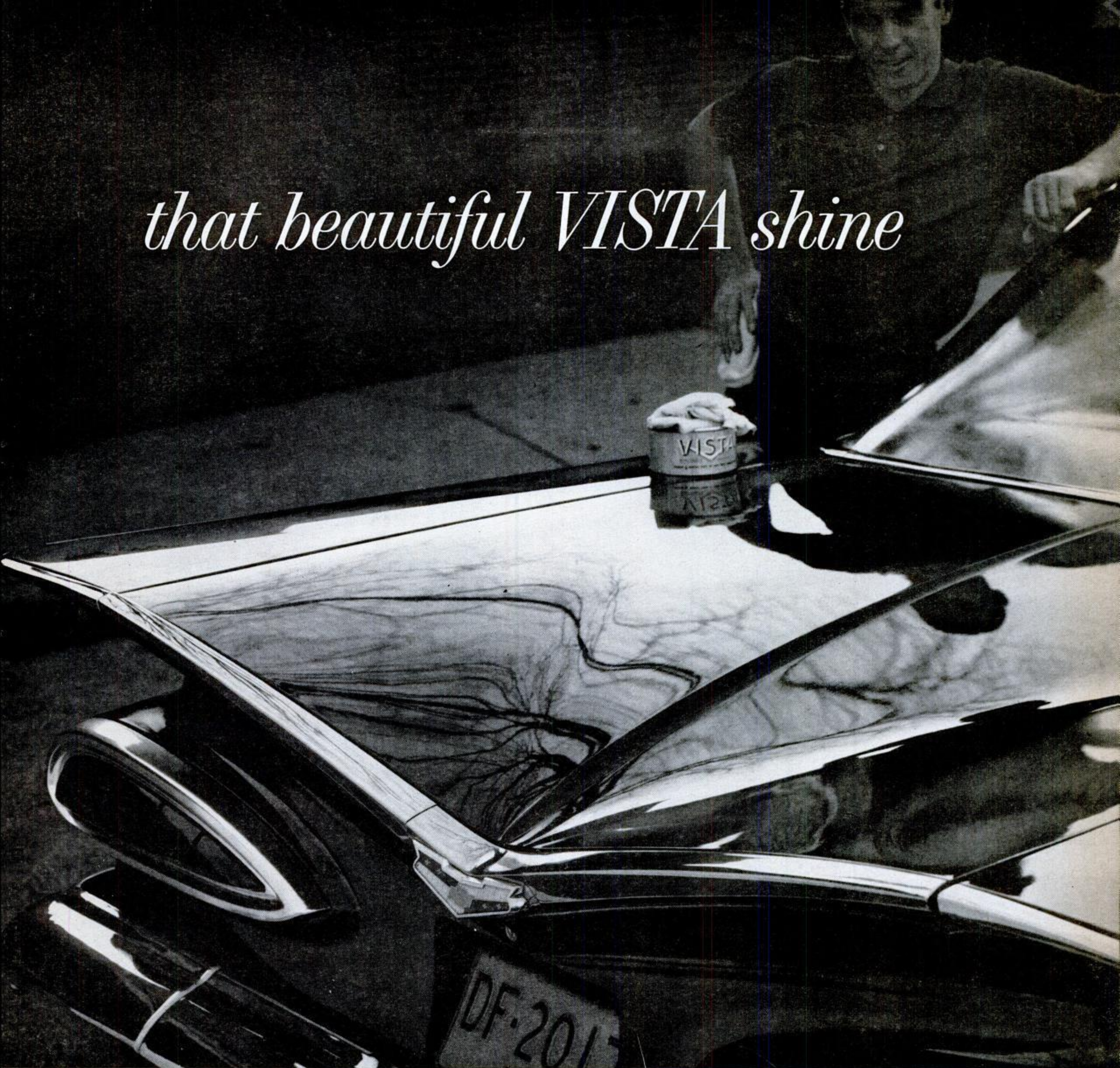
(1 year at the single copy price would cost you \$13.00)

to _____ name
_____ address
city _____ zone _____ state _____

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number.

L-3414

that beautiful VISTA shine



The new acrylic lacquer finish on the rear deck of this '59 Chevrolet was cleaned and waxed with Vista in 5 minutes flat. Result: a beautiful, tough coat of real paste wax that will protect for as long as 6 months. Try Vista. In the bright gold can.

It's an easier shine—Vista cleans
and waxes in one quick step
It's a lasting shine—Vista protects
as only paste wax can

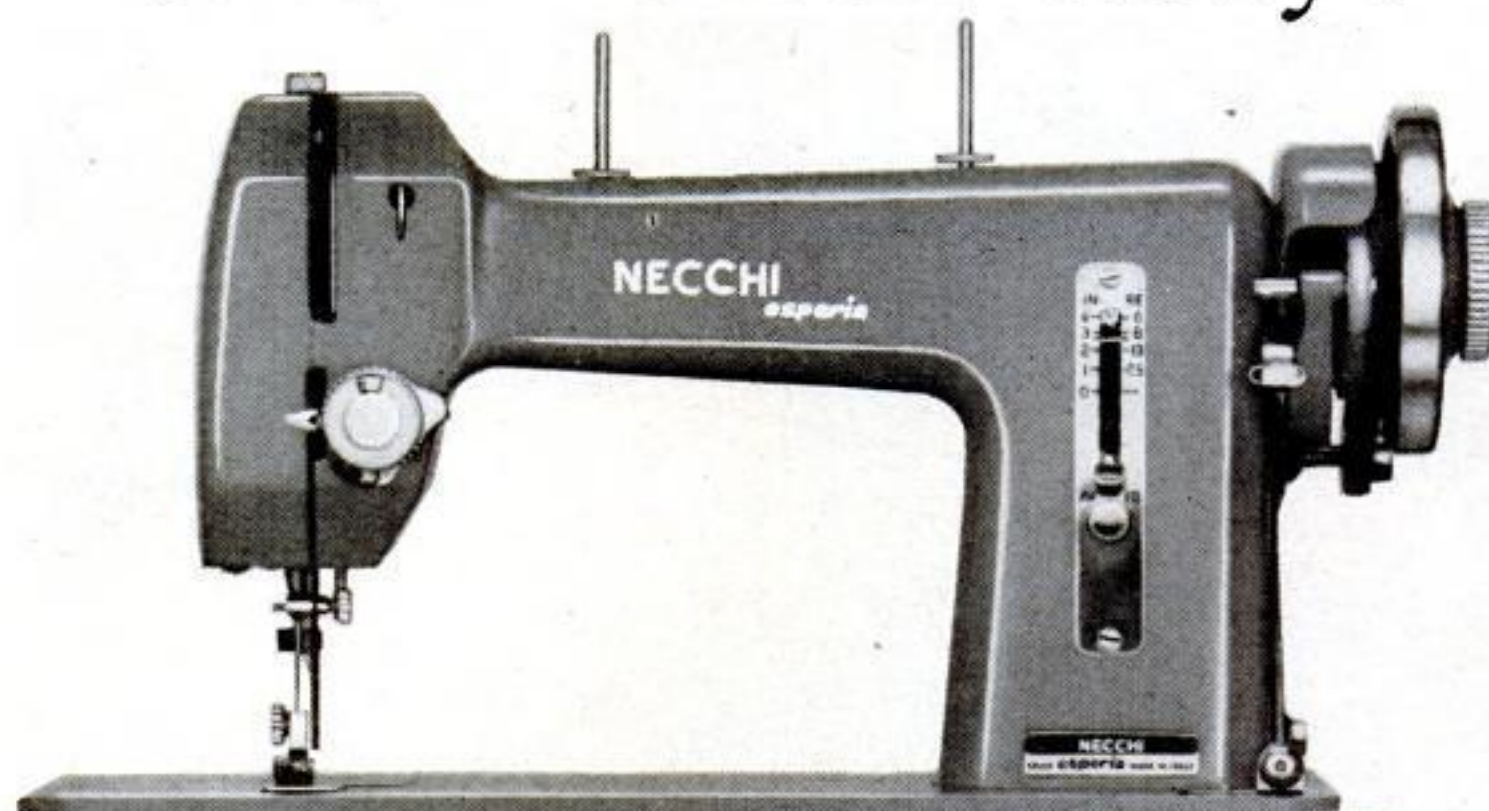
ALL CAR FINISHES—new acrylics, melamines, lacquers, and enamels—look better, last longer, shine brighter with Vista care.



SIMONIZ MAKES IT

SALE!

one month only!



NECCHI ONLY \$119

IMAGINE! ONLY \$119* FOR THE WORLD
FAMOUS **NECCHI**, THE MACHINE SO
PERFECTLY BUILT IT WILL SEW FOR
YOU FOR THE REST OF YOUR LIFE!

AVAILABLE AS A PORTABLE OR IN A COMPLETE LINE OF CABINETS!

Yours for as little as \$2 per week. Big allowance on your old machine. At all Necchi-Elna Sewing Circles. Nationwide guaranteed service through 2500 dealers. Parts always available. See your Classified Telephone Directory Yellow Pages for Necchi-Elna franchised dealer nearest you. Necchi-Elna Sewing Machine Sales Corporation, 164 West 25th Street, N.Y. 1, N.Y.

*Approximate price. Slightly higher west of Mississippi.



From Chesapeake Bay ... *land of pleasant living*



Photo by A. Aubrey Bodine

...we bring you this quality beer. Thoroughbred horses and blooded hounds

are traditional in the fox hunting country of the Bay. For it was here, more than 300 years ago, that this daring sport was introduced in America.

To ride in a fox hunt you must be an excellent horseman. Stone fences, broad creeks, rough farm country ... this is the track of the not easily cornered fox in a cross-country run.

The fun, you see, is in the thrill of the chase.

And it's from this land that's rich in tradition ... history ... rich in the custom of fine foods and good living ... that we bring you another Chesapeake Bay tradition—National Beer.

National Beer has established a place of its own, among the great beers of the country.

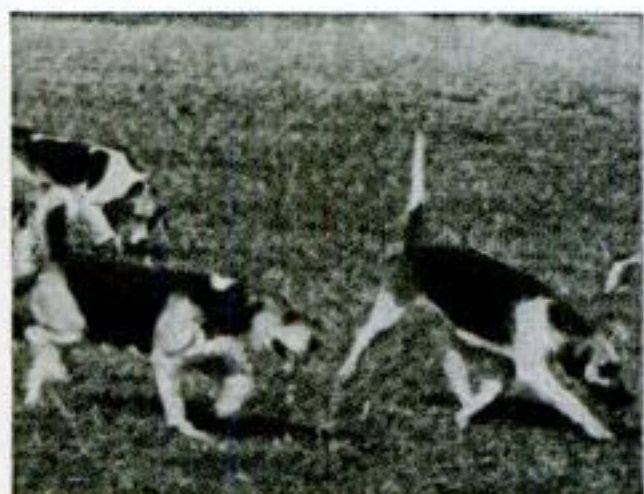
We offer it to you, a symbol of quality from the Chesapeake Bay, land of pleasant living. Try it. It's the *TASTE* that you'll like about National Beer.



CROSS-COUNTRY ... good horsemanship and courage are musts. Sudden and dangerous obstacles face the rider on the cross-country run.



BASSETING ... hunters on foot half run and half walk to keep up with the hounds. Here the quarry is often a rabbit.



THE CHASE ... a thrilling 300-year-old sight you'll want to see on your first visit to the Bay region.



THE NATIONAL BREWING CO., BALTIMORE, MD. • OTHER PLANTS: DETROIT, MICH.—ORLANDO, FLA.

This is no place for "second-best"...



this is the place for **HELLMANN'S**

it's real mayonnaise!

TUNA BOATS

... new party way to serve tuna salad!
The tuna salad is blended, of course, with Hellmann's® Real Mayonnaise, the mayonnaise with delicate, elegant flavor. Serve in pepper "boats"!

TUNA SALAD

- | | |
|----------------------------|----------------------------------|
| 2 6½ oz. cans tuna | 2 tbsp. chopped green pepper |
| 1 cup chopped celery | 2 tbsp. finely chopped onion |
| 3 chopped hard-cooked eggs | 2 tbsp. lemon juice |
| 2 chopped pimientos | ¾ cup Hellmann's Real Mayonnaise |
| Salt and pepper | |

Drain tuna and break into chunks. Combine with rest of ingredients. Chill, and serve in scooped-out green peppers.



Flavor-fresh, smooth and light . . . famous for whole eggs



Milk-Bone satisfies the bone hunger of your dog

Milk-Bone Dog Biscuit looks like a bone, chews like a bone—provides chewing exercise plus vital nutrition.

Gnawing a bone is second nature to a dog. He needs to chew, and knows it.

But bones are few in today's kitchens, and most that are available are not safe or good for your dog. Therefore, the modern dog is bone-hungry.

The answer is Milk-Bone, the biscuit that looks and chews like a bone—but provides far more nourishment,

including milk, meat, bone meal and vegetables. Unlike other biscuits, Milk-Bone contains *only* natural flavors and color. Nothing artificial is added.

Whatever else your dog eats, he *needs* Milk-Bone to satisfy his bone hunger. Get Milk-Bone in the size biscuit that suits your dog best—small, medium, or large.

FREE INTRODUCTORY OFFER: Sample Kit includes small, medium, large size biscuit. You determine which size suits your dog best. Write to: MILK-BONE, BOX 63, N.Y. 46, N.Y.



What's Olds Got...

that makes it sell so well?

Here are the reasons why...
and what they mean to you!

Olds Is Stunningly Styled To Stay In Style! Fresh, clean, crisp styling that will stand the test of time . . . look good in the years ahead!

Olds Sales Leadership Is Based On Its Engineering Leadership! Oldsmobile is the car with balanced design . . . the car with a pleasing personality! And everyone acquainted with the facts knows that Olds is *first* with advanced comfort, safety and driving features—all to bring you the finest car for the money!

Olds Costs Much Less Than Many Guess! Surveys show that many people think an Olds costs much more than it actually does. Let your Olds dealer show you how easy it is to get out of the ordinary . . . into an Olds!

Olds Is A Quality Car Through And Through . . . that's why more Olds owners come back to buy again! Any Oldsmobile owner will tell you how Olds delivers lasting pleasure and performance—because Olds is built right . . . *right from the start!*

Only Olds Holds Its Value So Well! Official used car figures show that year after year, Oldsmobiles return a higher percentage on their original cost at trade-in time than any other car in their class!

Olds Delivers Excellent Fuel Economy, Low-Cost Maintenance! There's still nothing like Rocket Engine performance! Ask your local Olds dealer to demonstrate how the Rocket can give you fuel-saving economy when you want it . . . responsive, spirited power when you need it! And owners report their Oldsmobiles cost less to operate in the long run than other cars in the same price class!



See why Olds is first in sales
in the Medium Price Class . . . At Your
Local Authorized OLDSMOBILE Quality Dealer's

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

You're not just
"one of the crowd"
when you have the
policy with the **P.S.***

You're a *person* — distinct, separate, individual. And when it comes to the strictly *personal* matter of your financial security, you don't want to be treated like a faceless file number. You need and deserve *personal service* . . . and that's what you get from Ætna Casualty and its thousands of representatives from coast to coast. Personal service means building your insurance program to fit *you* alone . . . bringing you help in a hurry when you need it . . . giving you fast, fair action when you have a claim. Ætna Casualty people *always* treat you as an individual — so why not get in touch with your Ætna Casualty agent soon? You'll find him listed in the yellow pages.



PHOTOGRAPH BY NORMAN LAIRD

Get the best . . . the policy with the **P.S.*** *Personal Service*



ÆTNA CASUALTY

Quality INSURANCE for individual, family, business, home and other possessions



Ætna Casualty and Surety Company • Affiliated with Ætna Life Insurance Company • Standard Fire Insurance Company • Hartford 15, Conn.

LIFE

Vol. 46, No. 14 April 6, 1959



TIBET TAKES ON RED CHINA

AN INCREDIBLE LAND'S INCREDIBLE REVOLT

From the most unlikely place in the world—a nonviolent enclave right at its very roof—came a shock of violent recognition.

In 1953 there had been an uprising against Communism in an intensely familiar place, East Germany. The West had simply rolled over in its sleep—with a few nightmares. In 1956 a similar thing happened in Hungary. Then, last week, an anti-Communist rebellion broke out in a real land of dreams—unworldly, Buddhist Tibet. The Communist course ran painfully true to form: the Chinese, who had taken over in 1950, slaughtered some 2,000 Tibetans. The West barely batted an eye.

The U.S. government, which in the past has ignored suggestions that it should plan to help a possible Tibetan revolt, sent sympathy to the dying Tibetans and disapproving words to Peking. India's Nehru, uncomfortably close to the scene, labeled the struggle of a people against the Communist tyrant as an "internal affair."

The trouble centered around the Khamba tribesmen,

men so poor that they had little to lose but their liberty. The Khambas had always resented the Chinese invaders. Their anger came to a boil when the Chinese appeared to be planning a kidnapping of the Dalai Lama, the Buddhist leader whom Tibetans revere with an intensity known to few faiths. Fighting broke out by the Potala, the Dalai Lama's 440-foot-high palace whose top floor an invader, by tradition, must capture before he can hold Tibet. The Tibetans, a nation of 1.2 million, with tools, clubs and some stolen rifles suicidally fought machine guns, mortars and finally airplanes from a nation of 650 million.

The Dalai Lama was reported in flight, possibly seeking to traverse the very road that Artist Hans Guggenheim sketched for LIFE (*left*). It is one of the few ways out of Tibet and precariously leads to the Indian protectorate of Sikkim. Just as war in the Tibetan hills was bound to go on, so the Dalai Lama, if he got away, was bound to exert a profound and lasting influence on the cloud-high, myth-ridden land whose saga LIFE relates on the following pages.



← **INTO TIBET**, supplies for the Communist Chinese occupiers are hand-carried over the spiny, 11,000-foot-high road that runs in from Indian protectorate, Sikkim. This traffic had the tolerance of Nehru's Indian government. Now revolt has interrupted it.

OUT OF TIBET, refugee Buddhist holy man is shown by Artist Hans Guggenheim receiving homage in a house provided by the friendly Maharaja of Sikkim. The religious objects in the room include books, drum and bell, and skull top used as ritual dish.



TIBETAN MAN, bearskinned tribesman, shows off necklace of human bones, spear decked with charms.



TIBETAN WOMEN, sometimes polyandrous, butter hair in 108 braids, number of Buddhist books.



TIBETAN TERRAIN, of which this is typical example, is mostly high plateau. Here the Himalayas

IN SHANGRI-LA: GYAGS, MANY HUSBANDS,

Three years ago *The Third Eye*, a fascinating book about Tibet, was published in London. The author, who claimed to be a Tibetan monk named T. (for "Tuesday") Lobsang Rampa, described his long life in that far-off land: flying through the air in kites, seeing the Abominable Snowman, mastering the arts of mental telepathy and clairvoyance and having a "third eye" opened up in the middle of his forehead by Tibetan surgeons. The third eye enabled Tuesday to see all sorts of things that ordinary mortals cannot see, especially the smoky halos that envelope all humans and indicate to the skilled observer whether a man is good or bad, sick or healthy, and even—if the halo is dotted with red—that he is in a bad temper.

The Third Eye sold 300,000 copies all over the world, and confounded even the experts. It then developed that Tuesday Lobsang Rampa was actually Cyril Henry Hoskin, the son of a British plumber. He had never set foot in Tibet in his whole life.

The main thing this proves, aside from the fact that Mr. Hoskin has a splendid imagination, is that almost anything written about Tibet can be credible. After all, a large number of people were convinced of the reality of Shangri-La, the imaginary Tibetan haven of James Hilton's *Lost Horizon*. In the movie version, a woman stayed young and beautiful

to the age of 66, then shriveled into a withered hag when she dared to leave.

The real Tibet is as strange as the fiction. The Tibetans themselves believe that their first ancestor was a monkey that made its way north from India and married a she-devil discovered in a cave. Foreigners who have tried to reach Tibet—even after crude trails were blazed—are likely to agree that a monkey had the best chance of making it.

The country is slightly smaller than our new state of Alaska and far less accessible. The mountain passes are as much as 19,000 feet high and on the northern border there are mountains so precarious that even the Tibetans have never climbed them. Some of the paths which lead up to the "Roof of the World" are so narrow (pp. 28, 29) that two pack mules cannot pass until one of them is persuaded to back up into a parking area. The sides of the roads are littered with the skeletons of mules and yaks which refused to give way or got lost in the fluffy clouds.

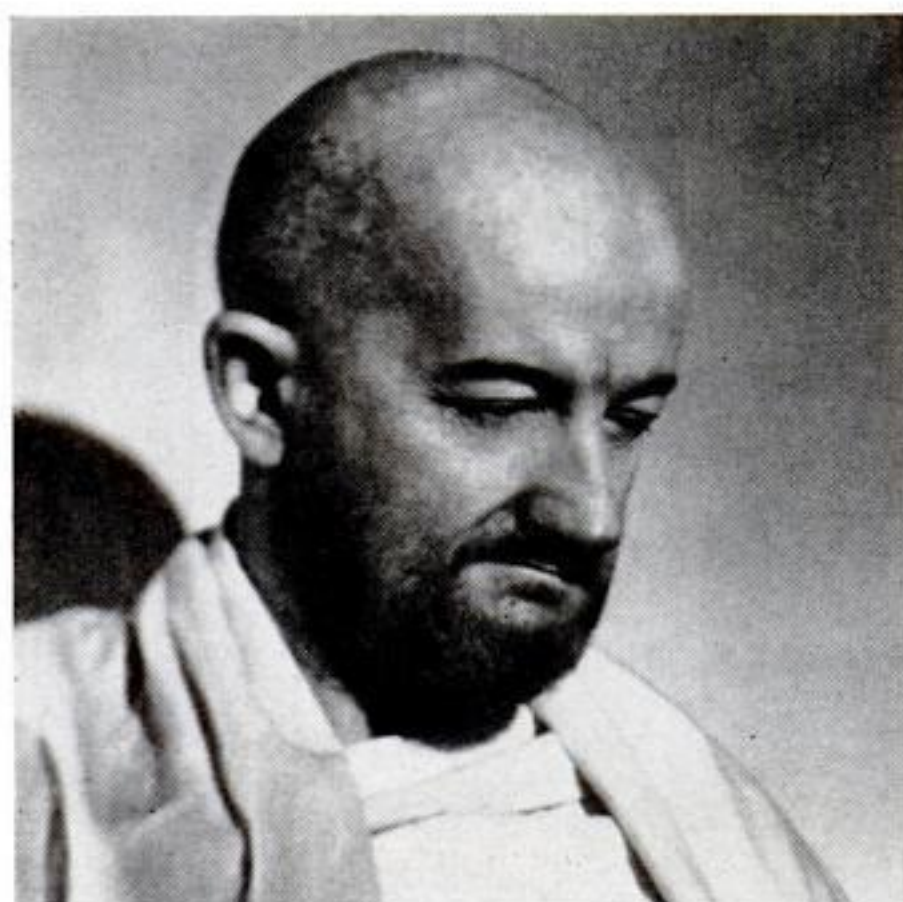
Most of the country is rugged and mountainous, but even the flat patches are 15,000 feet high. The icy winds that sweep across them build up so much force by midday that Tibetans do their chores and traveling in the morning to avoid being blown over later on.

As for the Abominable Snowman, there are

many serious and sober Tibetans who will swear on a prayer wheel that they have seen the huge apelike creature appear and disappear through the crags and mist. The Tibetans call the Snowman *Yeti*, and just the thought of him is so frightening that Tibetans refuse even to utter his name after dark. Tibetan children are taught to run downhill if they encounter him, for *Yeti* is supposed to have a heavy tuft of hair growing out of his forehead, which, if he started running downhill himself, would fall into his eyes and blind him.

The popular Western notion, fostered by the Hilton-Hollywood Shangri-La, is that Tibet is a bright, clean utopia. This is a massive misconception. Although the natural scenery is often breathtakingly beautiful, the cities and towns are filthy. Most of the Tibetans—as well as their homes—are covered much of the time with a thick layer of dirt. The Tibetans do not mind, for the dirt serves as insulation against the cold—and the climate in turn serves as protection against germs, which would otherwise thrive in such filth.

Ants and flies abound in this setting, but no one ever kills them. Tibetans are practicing Buddhists to whom all life is sacred. The most devout Tibetans do not even eat meat unless the animal has died naturally or has been killed by a marauding bear or leopard.



THIRD EYE shows conveniently on forehead of phony Tibetan monk, Author Cyril Henry Hoskin.



ABOMINABLE TRACK, a clue to mystery of the Snowman, was found in 1951 by British expedition.



BUDDHIST FOUNDER, King Straight-Strong-Deep, brought faith to Tibet in the Seventh Century.



rise above the flat country. Much of the land is too stony for farming and is used for grazing yaks.



TIBETAN PASTIME is drinking brick tea. Here concoction is brewed along the trail by tribesmen.



TIBETAN BEAST, the shaggy yak, furnishes food, hides, transport and milk, which is sometimes pink.

A THIRD EYE

When a stray leopard wanders into a Tibetan village, he may be trapped alive but not killed. When a fly falls into a Tibetan's cup of tea it must be saved from drowning at all costs, for it might easily be the man's late grandmother in reincarnated form. The Tibetans are a gay and humorous people, but they are deadly serious about their religion.

About a quarter of a million of the population are monks who live in 5,000 monasteries scattered around the country. Some monks are devout and diligent scholars who spend their time studying, perfecting yoga exercises or learning how to chant to the tune of drums, cymbals, conch shells and trumpetlike horns called *kanglings*. (The *kangling* has an eerie sound which sets the proper mood for prayer and contemplation.)

But the monasteries are also great centers of organized goldbricking. Even the Tibetans admit it. The lazier monks, who often join up as young boys to be sure of getting regular meals, seldom do anything more important than brew big batches of brick tea. This national beverage is made from tea imported from China in brick form. The monks mix it with water and soda ash, then boil it like soup in big cauldrons. To add flavor, they stir in salt and rancid yak butter—the older the better. Sometimes, for extra zip, they throw in a few chips of yak dung. Tibetans may drink as many as 50 cups of this nectar a day.

The yak (*gyag* in Tibetan) has many uses. A large, shaggy ox that thrives in the cold and rarefied atmosphere, it furnishes leather for trade, milk for food and a strong back for caravan duty. Yak caravans once brought out Tibetan wool for the U.S., but now the Chinese, who covet Tibet for commercial as well as military reasons, are buying it up and shipping it through India to Red China. Yak milk is often pink, apparently because the animals are subject to bleeding ulcers. Yak dung, in addition to being dissolved in tea, is also used as a fuel for cooking and as a handy means of defacing Chinese Communist billboards. In country villages it is even used as a sort of reverse cosmetic. Before going out shopping, the women smear it on their faces to ward off the advances of human wolves.

This does not mean that sex is frowned on in Tibet. In fact, venereal disease is one of the



STAPLE OF FAITH, a prayer wheel, is spun by monk to repeat Buddhist prayers inserted in drum.

few scourges that flourishes in the cold air. Both polygamy (having more than one wife) and polyandry (having more than one husband) are widespread. Sometimes a woman marries a bevy of brothers and inherits the wealth of all when they die.

But it is the monks, not the women, who control Tibet. The monasteries farm much of the land, and their feudal conservatism is chiefly responsible for sealing off Tibet from the outside world. In fact, the major bulwarks against the inroads of the Chinese Communists have been the stubborn old monks and their pope-like leader, the Dalai Lama.

To the people of Tibet the Dalai Lama is both king and god. He is considered the direct reincarnation of a long line of saintly lamas who preceded him, and he is the final political authority over a national assembly called *Tsongdu* and a cabinet made up of five ministers called *Shapes*. His full title is "The Holy One, the Gentle Glory, Powerful in Speech, Pure in Mind, of Divine Wisdom, Holding the Faith Wide as the Ocean." The men, beasts and lands of Tibet all belong to him.

It was not always so. Thirteen centuries ago Tibet was a wild conglomeration of warring tribes. The first ruler to pull them together was a versatile king with the imposing name of Straight-Strong-Deep. He was married to two princesses at once, one from China and one from Nepal, both of whom happened to be Buddhists. Straight-Strong-Deep liked his two



STAPLE OF DIET, yak butter, is churned for use as hair lotion, fuel oil and flavoring for Tibetan tea.

wives' religion so much, especially the part about selflessness and pacifism, that he sent for sacred books from India which were followed up by scholars who designed a new religion for Tibet.

The result was a mixture of Buddhism and the mumbo-jumbo, black-magic of Tibet. The two mixed together as smoothly as brick tea and yak butter and came to be known as Lamaism.

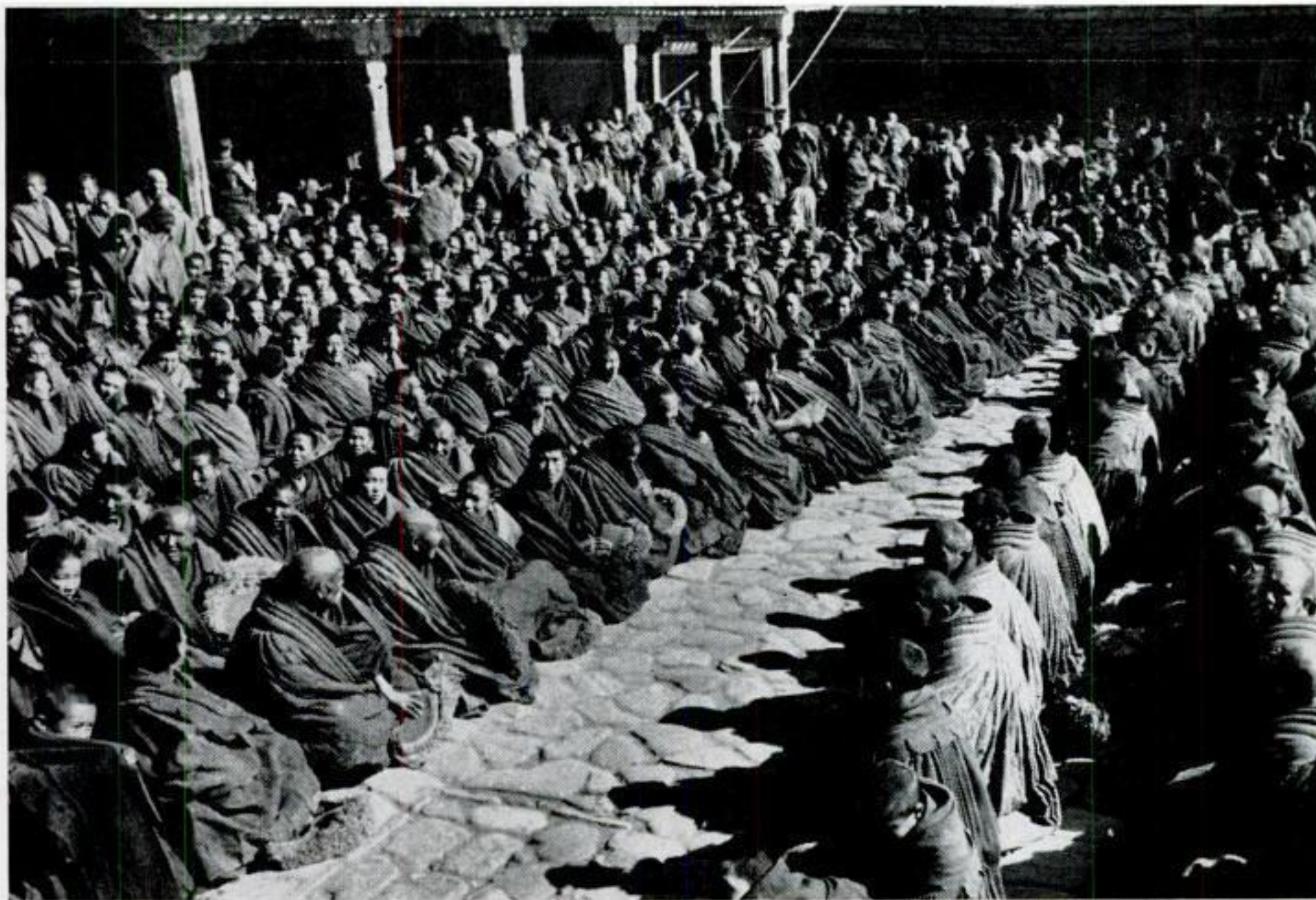
Lamaism retained the central belief of Buddhism, which is that a man's life is only one of many moments on the Wheel of Existence. As the wheel turns, a man may be reincarnated as animal, ghost, insect or god. The ultimate way to escape from the wheel is to become utterly selfless. Reaching such a state of perfection, man achieves a state of bliss called Nirvana.

Though Tibetan Buddhists are similar to Buddhists everywhere in their search for this Nirvana, they go about it in a slightly different way. For one thing, the monks in Tibet do not have to do manual labor around the monastery; they can sit cross-legged on the floor all day just meditating. This is somewhat different from the Zen sect of Buddhism which has taken root in Japan. No Zen Buddhist can get out of his share of farm work or KP. He too drinks tea, but it is dainty green Japanese tea, brewed just right in a delicately designed ceremony full of artistic flourishes. (Neither of these two schools quite matches the brand of Buddhism espoused by the hero of Jack Kerouac's latest "beat generation" novel, *The*



TEMPORARY SOUL MATES, Dalai Lama (*center*) and Prime Minister Nehru take a precarious ride during Dalai Lama's visit to India to observe the 2,500th

anniversary of Buddha's death. But with the Dalai Lama missing and Nehru non-committal, the Indian press criticized Nehru for not criticizing the Red Chinese.



MONKS COMPRISE ABOUT 20% OF TIBET'S MALE POPULATION. HERE ARE SOME INSIDE A LAMASERY

TIBET CONTINUED

Dharma Bums. *Dharma* is the Hindu word for truth, and in *The Dharma Bums* Kerouac gives Buddhism an American twist by chronicling the adventures of a beatnik Buddhist named Ray Smith who searched for mystical enlightenment by perching himself on a mountain-top in the Cascades.)

The Tibetans made two fundamental changes in Buddhist thinking. They added the ideas of magic and trances, which they got from India, and added the Christian notion of sacrifice. Under this concept, a Buddhist who is qualified to achieve Nirvana actually renounces the privilege and stays on the Wheel of Existence out of an unselfish desire to help his fellow men.

The excellent men who make this sacrifice are called "Living Buddhas." There are hundreds of Living Buddhas scattered through Central Asia, but the greatest of them all is the Dalai Lama of Tibet. This is the secret of his hold on his people.

The present Dalai Lama, who is 23 years old and the 14th in his line, had a propitious beginning. His parents, who were peasants living in China when he was born, say that on the day of his birth a rainbow appeared around his bed and a peach tree blossomed, even though it was the dead of winter. Two years later, guided by oracles and visions, the monks came from Tibet to see him. They quickly recognized him as their future ruler. But the local Chinese warlord knew what they were up to and demanded \$130,000 in tribute to let the boy go. The monks finally paid off and the young Dalai Lama, then 4, traveled with them to Lhasa, the capital of Tibet and the Holy City of Lamaism.

He was lucky. For the last 250 years the Chinese have been trying to take over Tibet, and one of their favorite devices had been to poison each new Dalai Lama before he could assume power.

With the present Dalai Lama the Chinese Communists have alternated between subtlety and direct action. They tried to use the prestige of the Panchen Lama, traditionally the No. 2 man in the Lamaist hierarchy, to undercut the Dalai Lama's prestige. They also, in 1950, made a straightforward attempt to invade Tibet, but the Dalai Lama fled to India just in time. Realizing that they could not

control the country without him, the Chinese invited the Dalai Lama to Peking, installed him in a new palace and tried to brainwash him. When this failed, the Chinese offered a package deal: Tibet would have religious freedom, the Dalai Lama would control the country internally, but the Chinese would manage foreign affairs and have the right to station troops in Tibet for defensive purposes. The package was no bargain, but to the young, earnest and inexperienced Dalai Lama it seemed as good as anything he was likely to get for his people. He signed.

Last week's revolt was the inevitable result of this agreement. Forced to flee the palace at Lhasa before the oncoming Chinese, the Dalai Lama and his party had one final drink of buttered tea for the road. As a hopeful omen they left their cups full on the tables, indicating that they expected to return soon.

Buddha himself had advised his followers: "Rely on yourselves. Do not rely on external help." Buddha was talking about salvation, but last week as the tea cooled and the world stood by helplessly, wise Tibetans knew that Buddha had also been talking about life.



YOUNG DALAI LAMA, at age 4, three months after priests had found him, poses in his official hat.



THE RIVALS, Panchen Lama (left) and Dalai Lama compare movie cameras during 1956 trip to India.



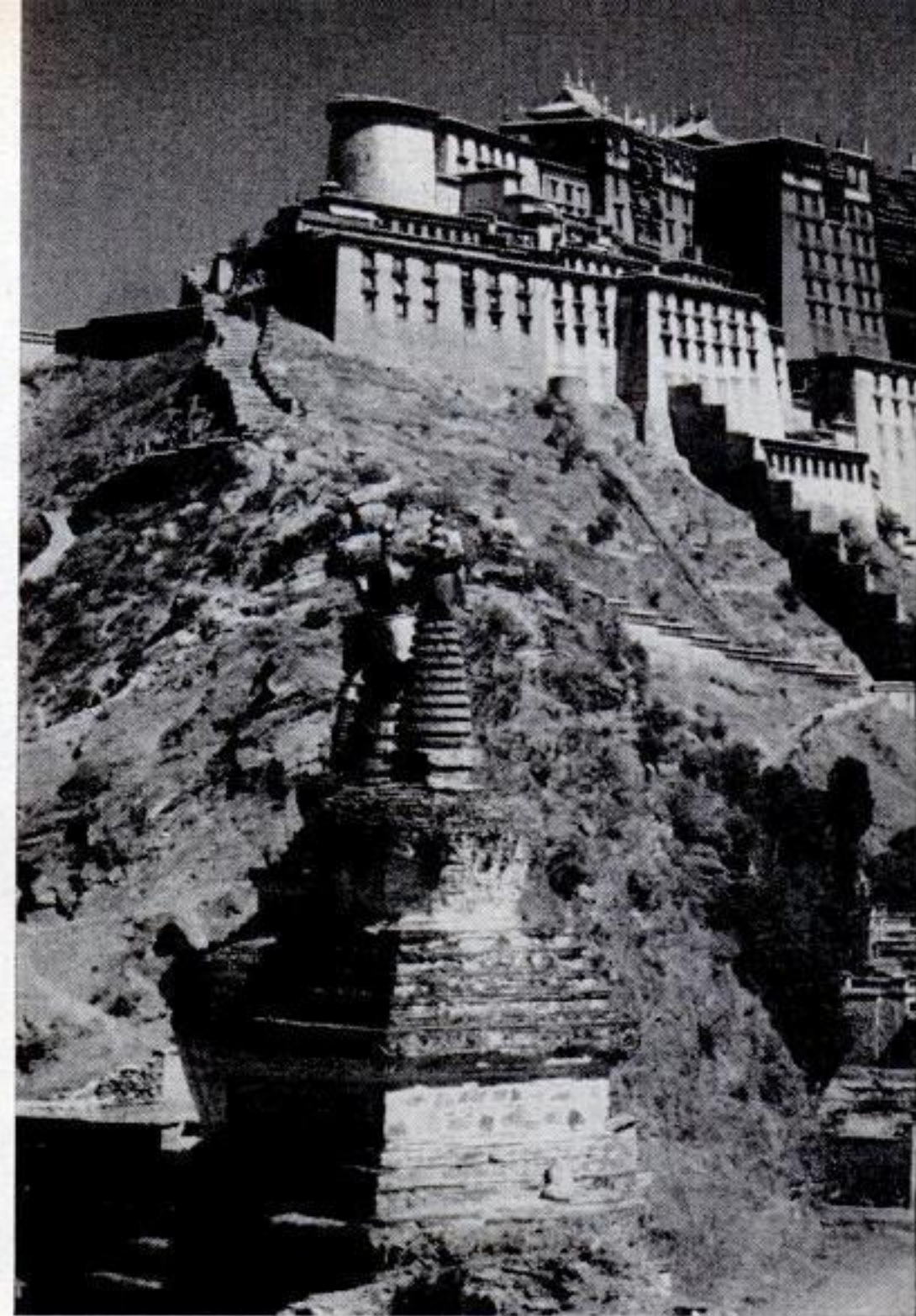
COURTED BY PEKING, Dalai Lama (right) and Panchen Lama are entertained by Mao Tse-tung at

banquet during 1955 visit. But Reds concentrated their courtship on China-inclined Panchen Lama.



FIGHTING TRIBESMEN, the fierce Khambas, provide a primitively armed bodyguard for the Dalai

Lama. A strong Khamba force started recent battle against the Chinese troops with attack on Lhasa.

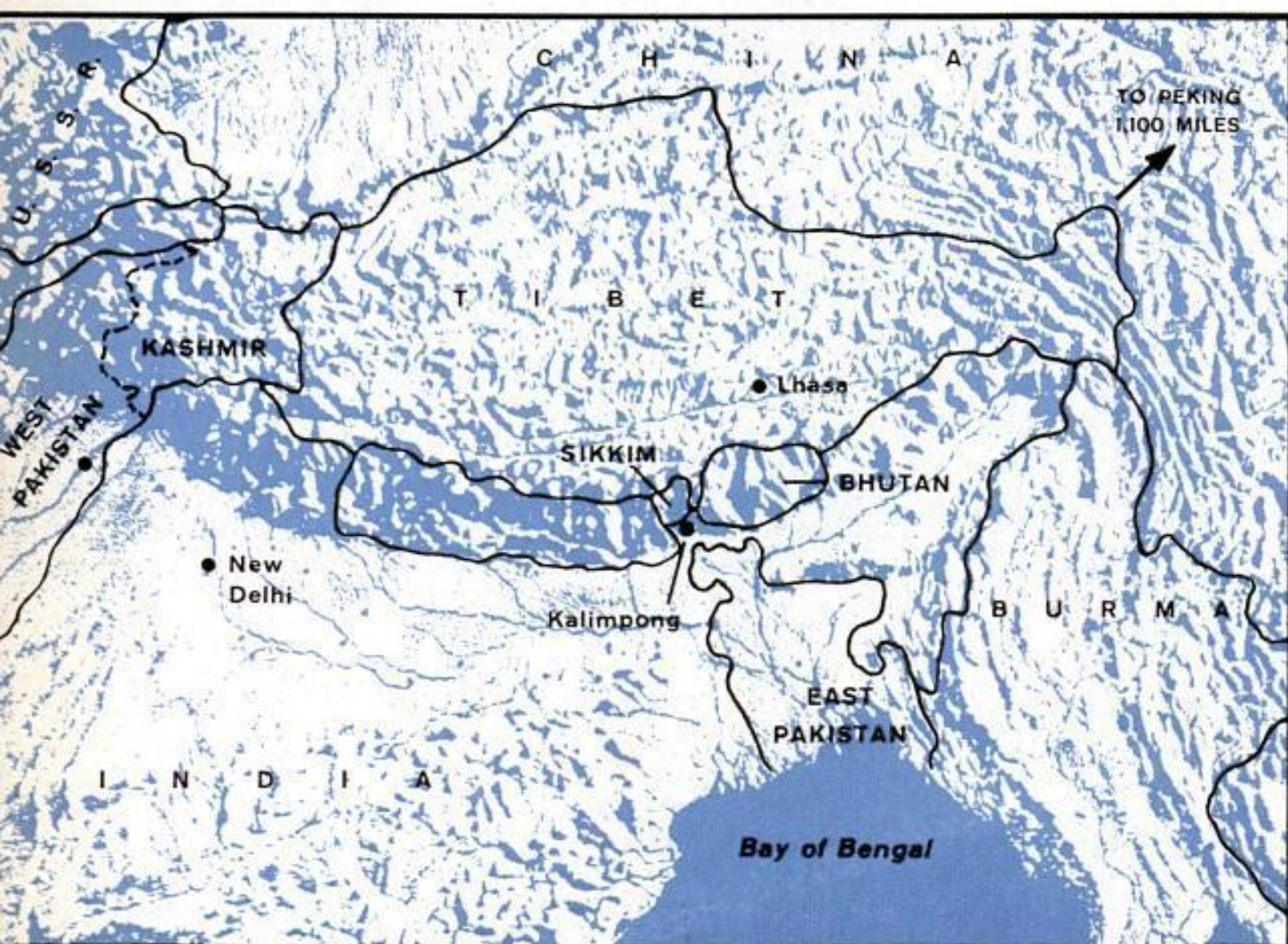


POTALA PALACE, Dalai Lama's official headquarters in Lhasa, rises 440 feet, has at least 1,400

SPEARS VS. MACHINE GUNS

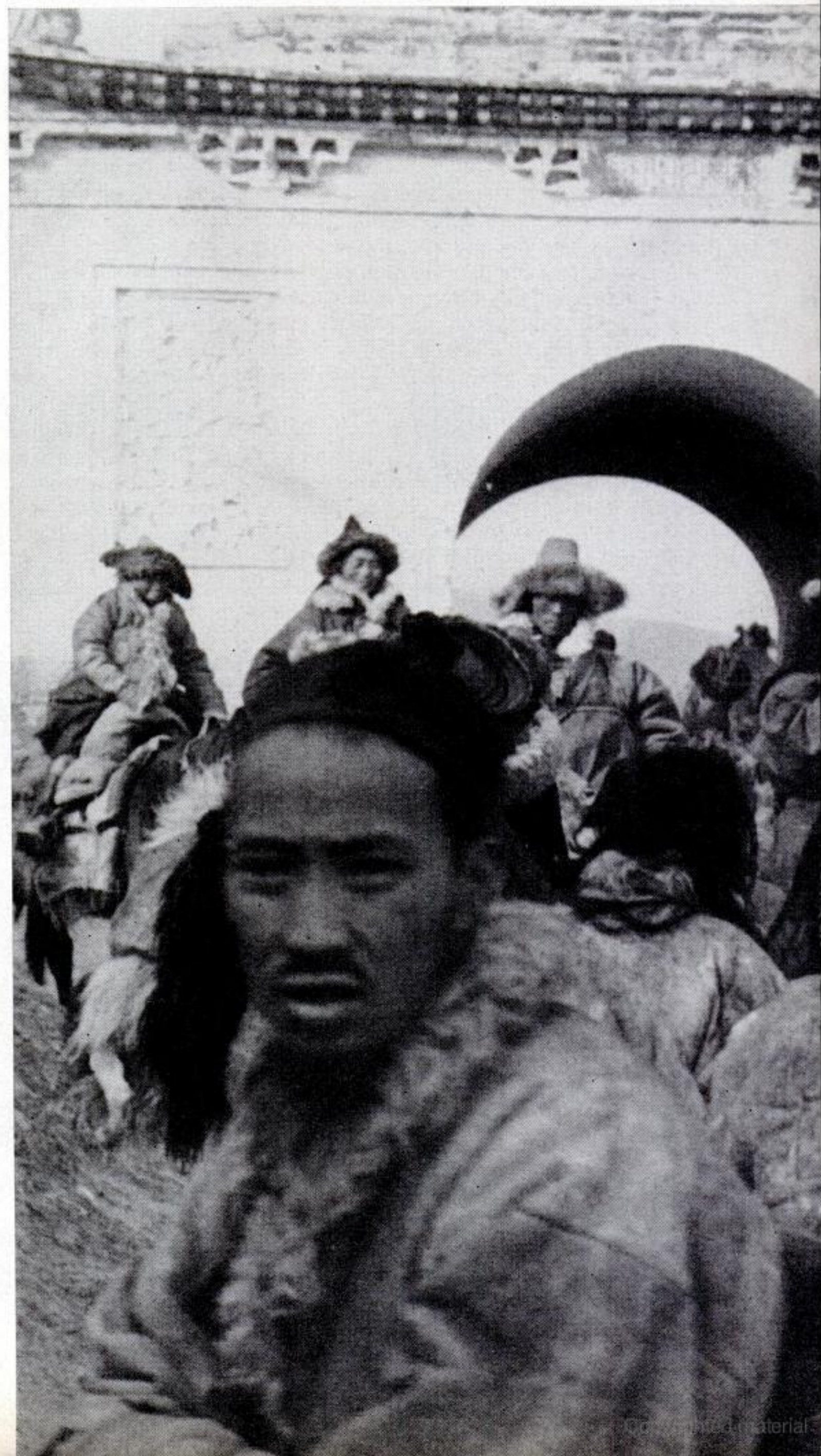
Only a few days after the Dalai Lama fled his palace in Lhasa, Peking announced that he had been replaced as ruler of Tibet by the man they had been cozying up to all along—the pro-Chinese Panchen Lama. This was hardly likely to please Tibetans like the belligerent Khamba tribesmen shown above who were dedicated to the Dalai Lama as their theocratic ruler. Nobody in the free world knew where the Dalai Lama was. Neither did the Communists—as they admitted. But henceforth, the Chinese announced, Tibetan discipline would be strict—*i.e.*, straight military rule.

Friends of Tibet tried to take the matter to the U.N., but there was little anybody could do but worry. The neighboring Indian protectorates of Sikkim and Bhutan (*see map, below*) had reason to do just that. So did India. Communist China, in a solemn agreement, had promised to respect the Dalai Lama's power—and had then broken the promise. Others adjacent to China might wait until the Communists decided to interfere with them too. But meanwhile the Tibetans, in the sections of their country the Reds still do not control, were likely to go on fighting.



THE DANGER AREA is outlined on map showing countries which border Tibet. After last week's fight the Communists claimed that command center of Tibetan resistance forces was located in Kalimpong, a trading center across Indian border. From here trade caravans enter Tibet through the mountains of Sikkim.

WHAT WILL ENDURE ARE THE TIBETAN FOLKWAYS. THIS PICTURE SHOWS A





rooms. Dalai Lama's private quarters were on top floor where he liked to view city through telescope.



CHINESE AGGRESSORS, sent in large numbers since 1951 agreement, raise fists in salute behind

machine guns. Chinese built roads and airfields in Tibet to facilitate movement of troops and supplies.

VILLAGE PROCESSION AT SHRINE HOLDING ASHES OF A SACRED LAMA AND IT IS THIS RELIGIOUS SPIRIT WHICH THE CHINESE REDS MAY NEVER CONQUER



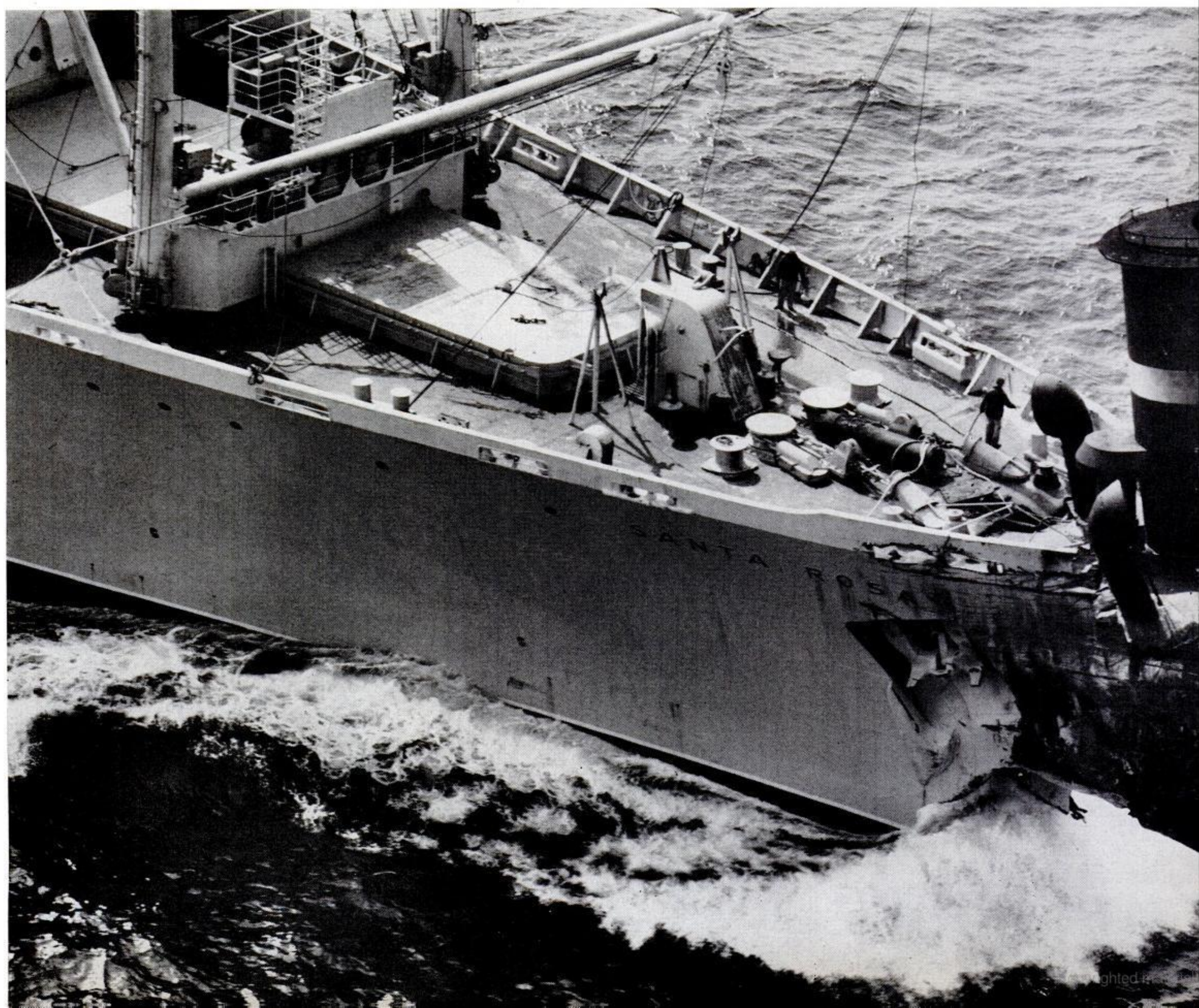


WHILE LINER "SANTA ROSA" WAS STILL LOCKED WITH THE TANKER, LIFE-JACKETED PASSENGERS ASSEMBLED IN DINING ROOM AND WORRIEDLY LOOKED OUT

VIGIL AND WRECKAGE IN AN OCEAN CRASH

Off Atlantic City last week a huddle of abruptly awakened, hastily dressed tourists returning from a Caribbean cruise stood at the windows of the liner *Santa Rosa* and peered into the night (above). Staring them in the face was the all too near, all too eerie sight of the forecastle of another ship, the tanker *Valchem* (above, right). The *Santa Rosa* had rammed her bow deep into the *Valchem*'s stern section and for three hours the ships lay locked together while crewmen overcame fires on both. When the *Santa Rosa* finally backed free she carried a sorry souvenir (below). The *Valchem* lost four sailors. No one was badly hurt on the *Santa Rosa*.

In the recriminations that followed, the two ships' stories agreed only on the point that each had sighted the other on radar. Otherwise they differed even on the weather at the time of the disaster. The Grace Line, owner of the northbound *Santa Rosa*, declared that the weather had been "perfect" and that the southbound *Valchem* had suddenly swung across the path of its ship. The *Valchem* skipper said there had been heavy fog—with which most witnesses agreed—and that he had been hove to and had blown his foghorn just before being hit. Among maritime experts concern mounted because, even with radar, sea collisions have been numerous.

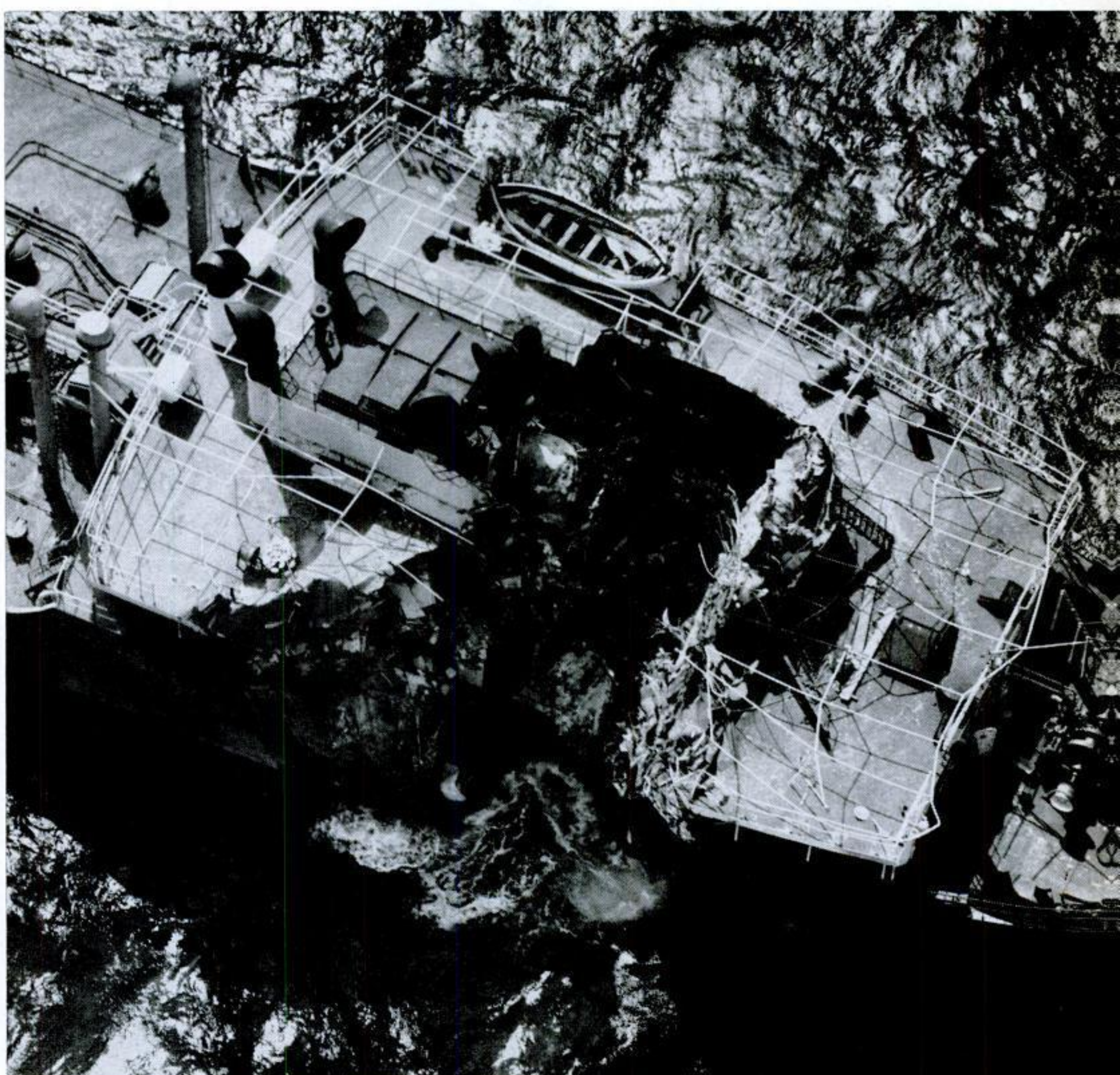




FROM THE "SANTA ROSA" PASSENGERS GOT THIS VIEW OF THE "VALCHEM." PASSENGER L. D. FYKSE TOOK THIS PHOTOGRAPH THROUGH THE MISTS OF NIGHT



← CARRYING TANKER'S STACK on her bow, *Santa Rosa* sails away to New York from collision scene.



GASHED IN STERN, *Valchem* lies in the morning sea before being towed to port for major repairs.

NEW FACETS, NEW FUN AS FAD SPREADS



CRAMMING PLANS, drawn by cartoonist satirizing fad, are carried by UCLA's Martin Kasindorf.



TWO-WAY CRAM is tried by phone-boothers at UCLA who push through door and shove from the

top. Playing according to strict rules, 17 students jammed expertly in booth and one answered a call.

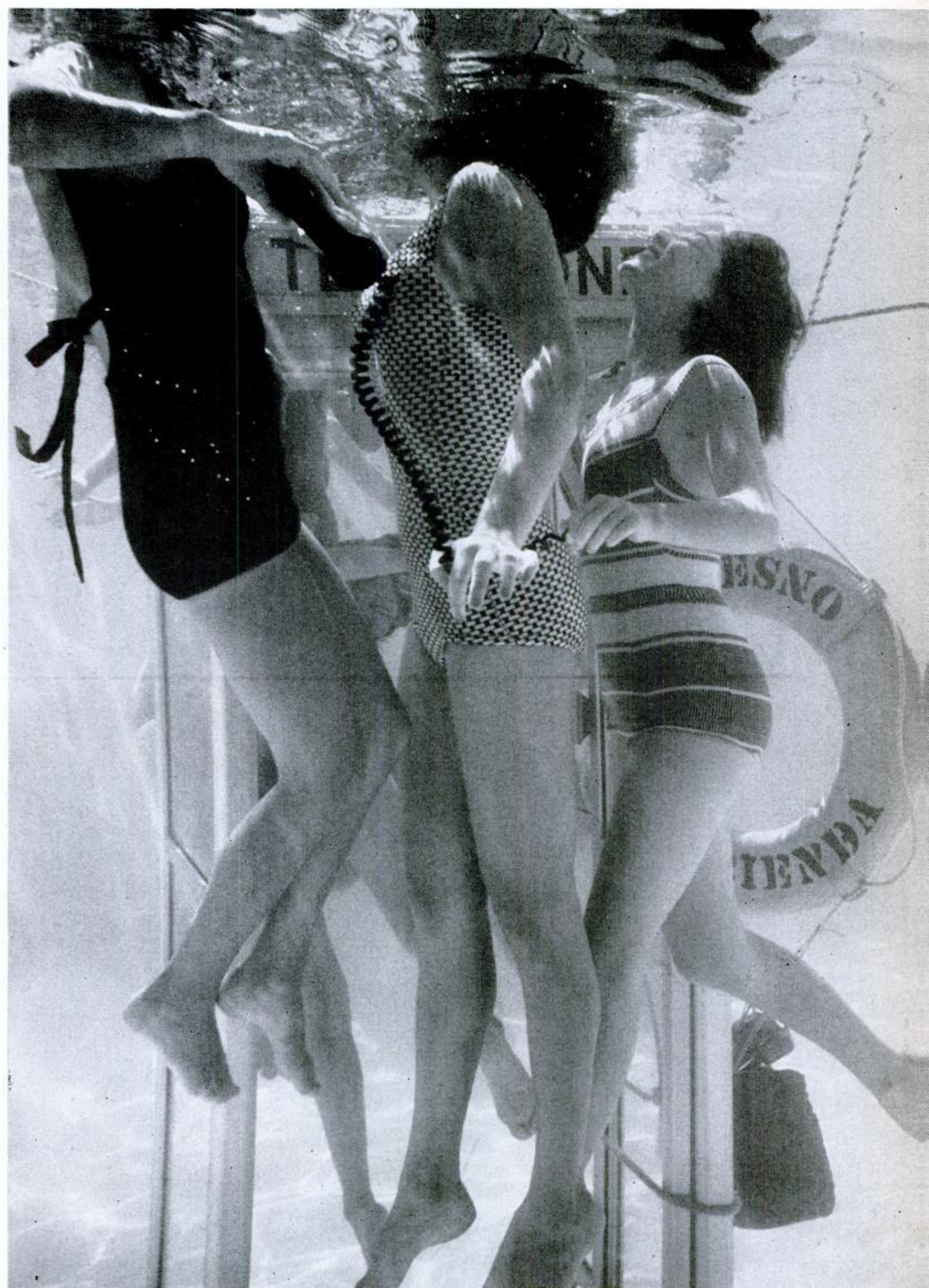


CLOSET CRAM squeezes 40 students at the University of Alberta's Calgary branch into an oversized



CORDWOOD STYLE, 18 students at St. Mary's College, Calif. fill their phone booth and then some.

THE competition to jam a phone booth with the most college students possible (LIFE, March 30) produced refinements and technical progress last week with the speed of a dial-it-yourself cross-country call. Booths were scientifically measured, remodeled for horizontal stacking, submerged in a pool with bubbles and beauties. Most of this happened on the West Coast, although Texas got a parochial satisfaction out of the fact that only 12 Texans could get into one booth. M.I.T. led in serious research, concentrating on speed to get the men on the bottom in and out before they were squashed. This technique set no record. Modesto was still tops, by LIFE's reckoning, at 34.



booth. But the booth was nonregulation size, four feet square and 10 feet high—therefore, no record.

THE INEVITABLE—underwater cram is tried by girls from show at Hacienda motel, Fresno, Calif.

After swimming into a submerged booth, eight girls emerged breathless, claiming new record—for fish.

AMERICA'S DURABLE FRONTIER

Man has ever had a compulsion to "Go West," to follow the sun. Whether he seeks the rainbow's end, a passage to India or the seven cities of gold hunted by the conquistadores, he has heeded the call of his blood, and gone. Out of his thrusting movement has come, not only America's discovery, but America's own odyssey, the winning of the West (see pp. 78-104).

As time goes, this odyssey was only a moment of history and recent enough to be remembered by men yet living. Yet already it is becoming folklore, celebrated (and distorted) in the smoking guns of the horse operas now dominating eight out of 10 top TV shows, as if today's Americans, bored with abundance and hungering after some drowned Atlantis, lost youth or more challenging day, find all these in glorifying a vanished frontier.

Is the frontier closed? Certainly the gloomers who think so have a case, just as did Thomas Malthus, whose deep pessimism (in the 18th Century) about overpopulation was proved wrong by the frontier's own tremendous enlargement of man's food, wealth and space. Perhaps the physical frontier is disappearing. But its conquest, a physical event of enormous grandeur, was more than that. It was also a state of mind—as much a cause of the conquest as its product—which has come to characterize the American and to set him apart, in his ideas, enthusiasms and dreams, from the tired old lands of his multiple origins.

As soon as the indentured servants finished their terms in the tidewater they struck out for the freedom and the boundless land of the southern uplands, soon to be joined by the new tide of Scotch-Irish and Palatine Germans streaming down the Allegheny ridge from the Philadelphia gateway. Feeling crowded if anybody settled within five miles, they pushed on across the mountains, and the West was wherever their axes were making the latest clearing. Soon they sang:

Me and my wife and my wife's pap
Walked all the way to the Cumberland Gap

The 13 states had been able to make a union but it was these men who transformed it into a nation. They first began to talk of *national* roads and demand *national* improvements. Regionalism was submerged, as in Indiana and Illinois, where the upland Southerners who settled there were quickly joined by restive Yankees pushing westward from Vermont and New York, and soon by the first tides of Germans, Irish and, later, Swedes and others. The New American could say (in John Latouche's great ballad) that he was quite a mixture, including:

... Greek and Turk and Czech and double Czech American!

Out of the medley came the strength of hybrid vigor, people who grew taller and stronger, like the nation itself. Out of it came an Abraham Lincoln who could write that the Mississippi was intended to flow through one country, and (when the Vicksburg victory made that certain) rejoice: "The Father of Waters again goes unvexed to the sea." And out of it also came the state of mind, the boundless American optimism, the refusal to believe anything impossible, the conviction that all barriers are made to be conquered by the adventurous spirit of men.

As long as this spirit lives, the frontier will never die. Already some "Fifty Niners" are prodding into the Alaskan spaces. But even when all new land is gone, the pioneer spirit will continue to uphold what the new land offered: freedom, equality, justice and the dignity of man. It can probe the frontiers of weather control, melting the ice caps, harnessing the energy of the oceans, creating new Americas by turning salt water fresh and reclaiming the deserts, penetrating the mysteries of inner matter and of outer space. A great frontier lies in breaking the last outposts of tyranny, not by conquest but by the "irresistible power of unarmed truth" (Pasternak's words) and free man's example.

TIBET'S TRAGIC BRAVERY

The desperate courage of the Tibetans (see pp. 28-35) is fully as tragic as that of the Hungarians in 1956. Yet it finds the U.N., the U.S. and most of the world just as impotent or unwilling to help.

Red China's "suzerainty" over Tibet was limited by treaty to foreign and defense policy, with internal and religious affairs supposedly left in Tibetan hands. Red China has grossly violated this treaty by investing the country with troops, colonizing it with millions of Chinese immigrants, shearing the powers of the sacred Dalai Lama, shooting thousands who refused to be Communized and even importing what an Indian paper describes as "new Buddhist truths" (!) from Peiping. The Tibetans had no recourse but to denounce the suzerainty and exercise their sacred right of revolt. Thousands of pacifist monks joined the fighting. Chinese Communism has really set a new record for imperialist cruelty, to provoke to armed conflict the most notoriously peace-loving nation in the world.

"Our religion is going, our race is going. We are going to be wiped out by the Chinese," said the Dalai Lama's brother in India last week. This is what the U.N. calls genocide. Meanwhile the Indian government is silent with an agonized discretion. So is ours. London's Foreign Office refuses to see any "threat to peace," as does the U.N. Only Chiang Kai-shek, who can't deliver, has offered the Tibetans support.

So it isn't a "threat to peace"—just an outrage against the rights of man. Nehru's refusal to defend these rights on his border, like our failure to defend them in Hungary in 1956, throws another spotlight on the need for some public redefini-

tions of peace and its ultimate dependence on justice and law.

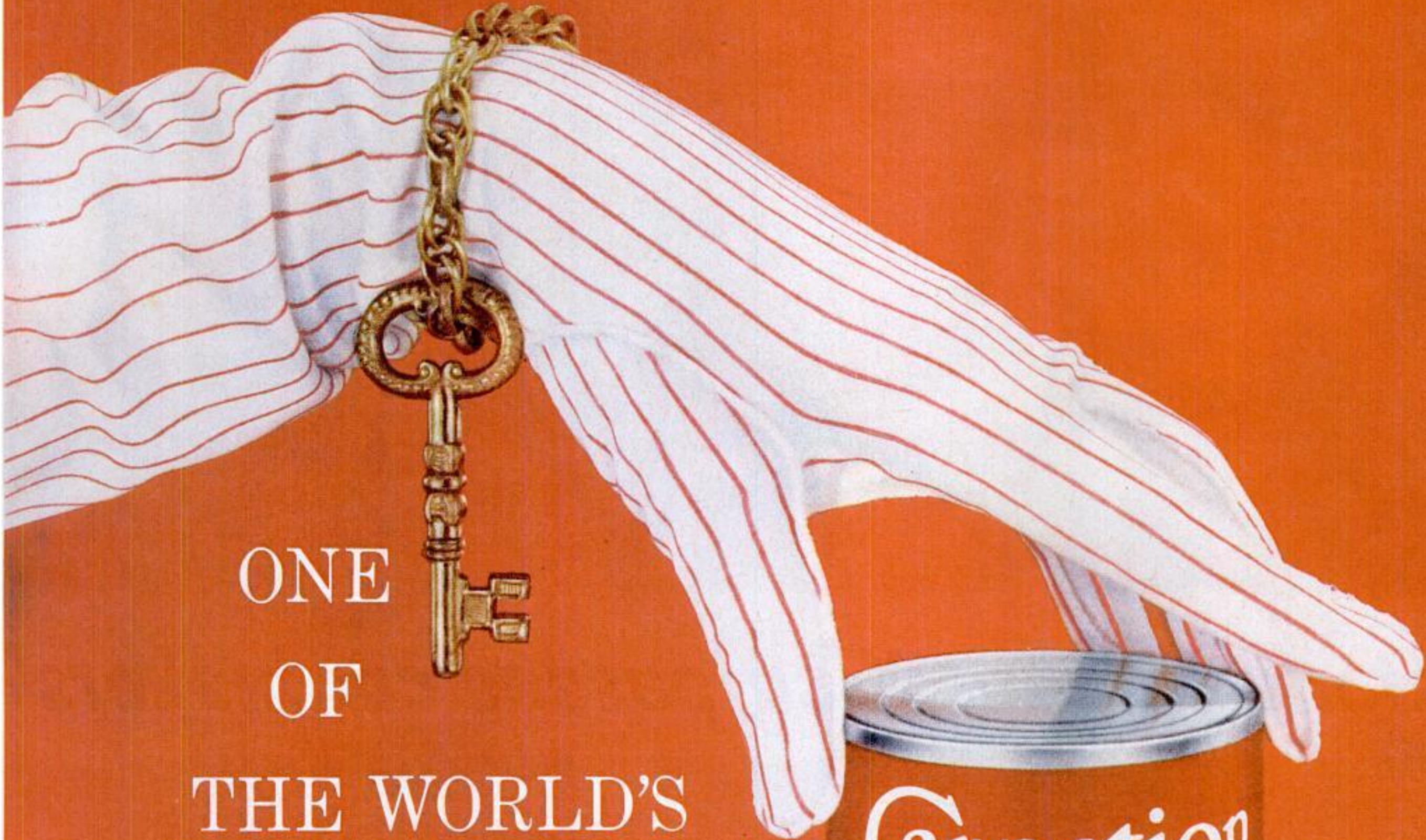
On his 85th birthday last week, Robert Frost, calling the U.N. "obsessed with the oneness of things," quoted himself on preserving the interesting differences in mankind:

Nature within her inmost self divides,
To trouble men with having to take sides.

The differentness of the Tibetans has proved intolerable to Chinese Communism, which cannot be suzerain (or even a political party) without trying to blast away the natural differences in the way men think and live. The insane inhumanity of this obsession must doom it some day, but not without fighting.

The Tibetans are fighting too late, without friends, without hope. But the moral of their fight, as of Hungary's before it, is that freedom and difference must be defended first, not last; that the real "oneness of things" is a oneness of interdependence, not of homogeneity. Within the circle of U.S. treaty commitments, a tightening of interdependence should now take place. Whatever else can be said of our alliance system, at least it permits diversity and upholds the oneness of a freely differentiated world.

Tibet joins Hungary in the annals of unpunished international crime. May our shame turn to new resolution in Berlin, the Middle East, and other threatened strongholds of freedom and difference. May it also help us prepare a political counter-offensive, long overdue, against the most relentless enemy civilized man has had to face.



ONE
OF
THE WORLD'S
BEST
KEPT
SECRETS...



makes Carnation different from any other evaporated milk



Somewhere between the time Carnation leaves the farm and reaches your market a carefully guarded secret gives it characteristics that set it apart from other evaporated milk. Those who have discovered the difference have made this milk "from contented cows" the world's favorite by far. They wouldn't think of using any other brand of evaporated milk, even though some cost a little less. To them—and to you—the difference is worth much more.



Firestone Rubber-X* surpasses car makers'



to prove Firestone brings you extra safety

Proof of performance makes Firestone tires number one choice of car manufacturers. Again for '59, more new cars will roll off assembly lines on Firestone tires than on any other make. On the proving grounds of the world's most competitive industry, nothing about tires is left to chance. Hard-to-convince engineers put them through months of rubber-searing paces. They cramp screaming wheels into tight maneuvers on special turning pads. They measure noise, skid-safety, cornering stability and ease of control. They race test tires to the limit over everything from high-speed tracks to broken pavements. From carefully controlled brand-for-brand tests like these, automotive engineers find out which tires

Firestone tire stability on proving ground turning pads wins car makers' top approval.

toughest tests

Firestone tires give you the turn control, skid-safety and stability you need for today's driving.

in tires!

stand up. They see for themselves which tires ride, corner, wear, stop and start better than any others. Again this year, competitive testing by the auto industry has made Firestones the first choice tires for original equipment. When you're thinking about tires for your new or present car, remember that Firestones, alone, offer the test-winning performance of Firestone Rubber-X, the longest wearing rubber ever used in Firestone tires. Buy now, on convenient terms if you wish, at your nearby Firestone Dealer or Store.



**Firestone Rubber-X is compounded specifically for each type of car, truck, farm implement and construction equipment tire.*

Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone every Monday evening on ABC television
Copyright 1959, The Firestone Tire & Rubber Company

New breakfast drink discovery gives you
MORE VITAMIN C THAN ORANGE JUICE



TANG



TESTED AND APPROVED in General Foods Kitchens for taste, quality and nutritional value.

TANG comes in 2 sizes—*regular* and *family*—to fill 12 or 24 glasses. Look for it at your grocery store.

MORE VITAMIN C than Mother Nature puts in the finest orange or grapefruit juice, more than the finest fresh-squeezed or frozen. You need this vitamin every single day—your body doesn't store it.

MORE VITAMIN A than the best tomato juice, too.

NO SQUEEZING, NO UNFREEZING—your TANG jar needs no refrigeration. You make TANG fresh, as much as you want at a time, a glass or a quart.

REAL WAKE-UP TASTE all its own. Never acid-y. Always the same sunny goodness, glass after glass.

ADD TANG TO YOUR SHOPPING LIST NOW!

Happiest thing that ever happened to breakfast



RESEARCH TEAM consists of Dr. John Cutler (*left*, operating oscilloscope that shows the frequency of current), the Institute's Director Dr. John Heller, who originated the project, and Dr. Antonio Teixeira-Pinto (*right*, at the microscope).

PROMISING ATTACK IN CANCER BATTLE

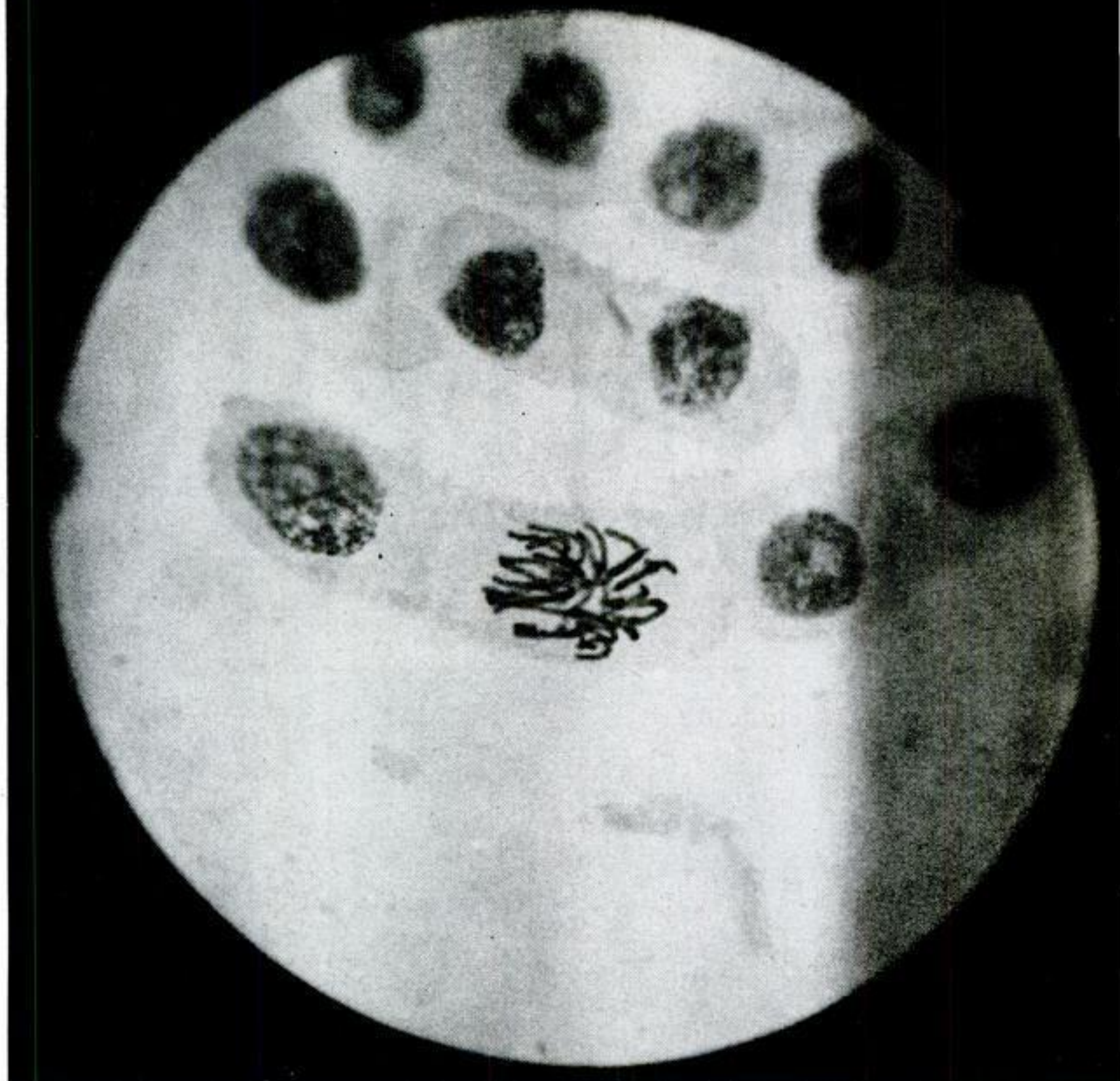
Electric force may stop cell division

The striking contrast between patterns in the two photographs at right is the first visible evidence that a specially produced type of electrical force can prevent a living cell from dividing. This feat may prove useful in science, industry and medicine. And it suggests that through it new approaches may be found in the fight against cancer. A cancerous cell grows by uncontrollable cell division. A technique like the electrical force, which might stop cell division without irreparably damaging healthy tissue, would provide an invaluable new tool in cancer control.

The new electrical-force technique has just been reported by scientists of the New England Institute for Medical Research. With high frequency currents they create an electric field which can scramble the chromosomes of a living cell placed within it. When this happens the cell does not divide. The duration of the field is so brief that no damaging heat is generated.

The research is only in its first stage and the commendably cautious report made no reference to cancer control. But the scientists have already begun to work on malignant tissues.

The electric force is a highly versatile tool. By interfering with chromosomes the force can create mutations—changes in inherited characteristics—that can be controlled: different frequencies produce different mutations. Chemical particles placed within the field line up in chains and this may help in the synthesis of the long-chain molecules that are used to manufacture plastics. Its effect on single-celled animals (*below*) is so amazing that, in trying to explain why the effect takes place, scientists also believe they will find clues to the basic structure of living matter.

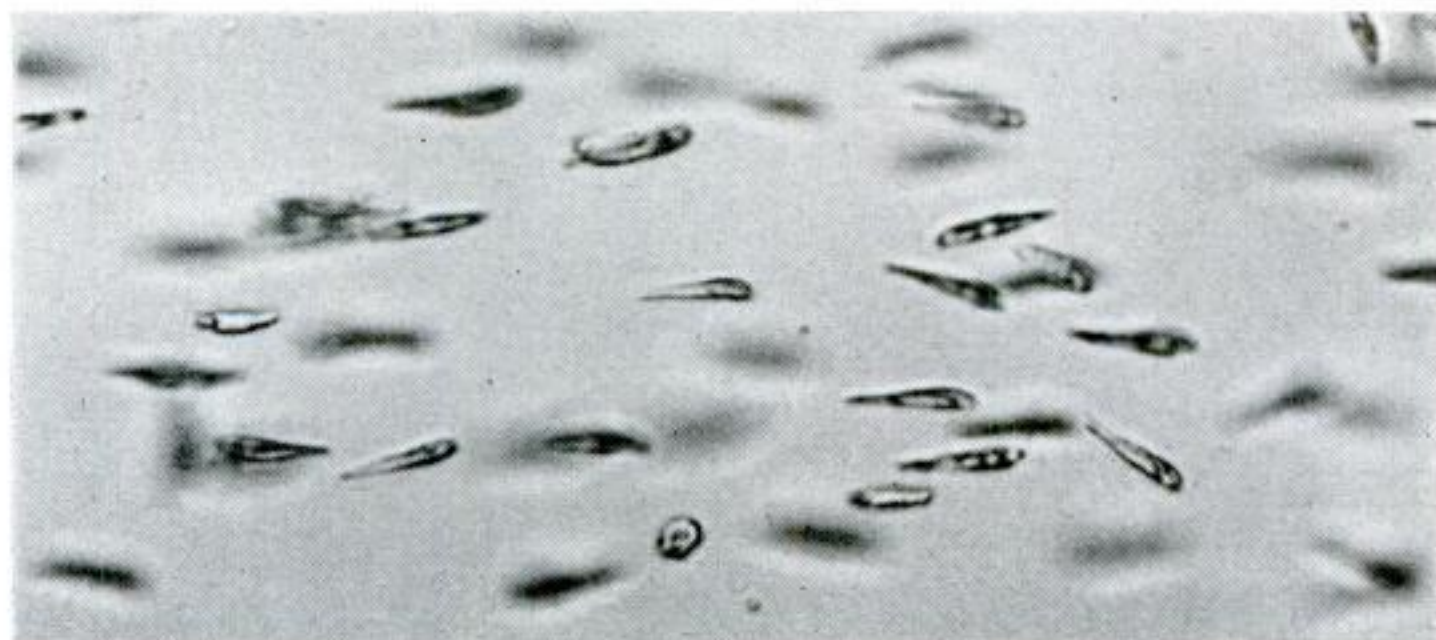


EFFECT ON CHROMOSOMES of electric force is shown in projected microscope slides. At top, center, in untreated plant cell, chromosomes are in tight group. In treated cell at bottom, chromosomes (between hands) are dispersed.



FORCED ALIGNMENT occurs among single-celled animals when electric field is turned on. At left they are swimming at random. With field on (*right*), they

can swim only in horizontal directions along lines of electrical force. Even the minute moving particles within them align in direction of force. If current's



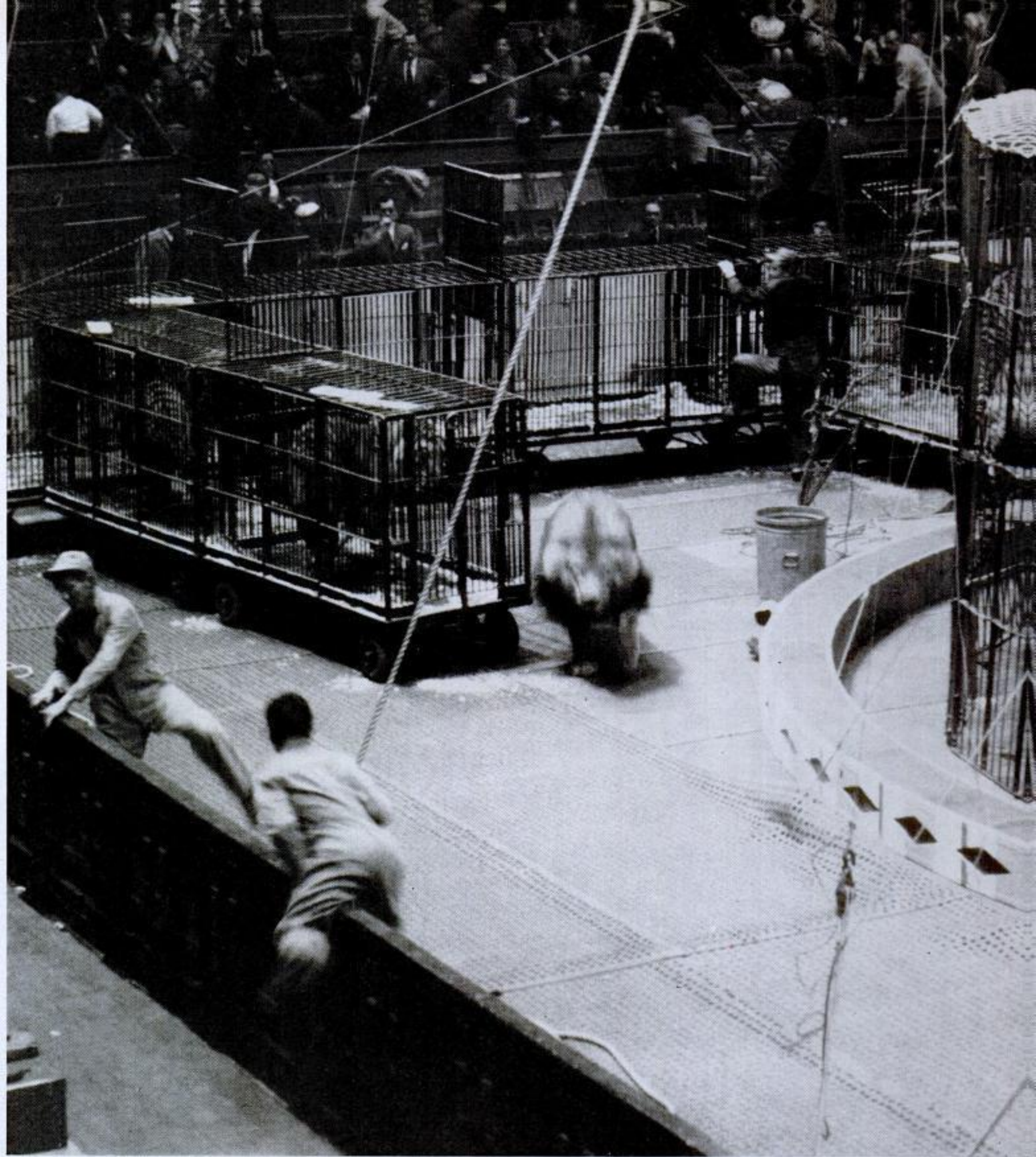
frequency is changed, the animals switch and start moving at right angles to the lines of force. Different species react differently to different frequencies.

A LOOK AT THE WORLD'S WEEK



←A KING IN THE U.S.

Jordan's boyish King Hussein, who is visiting America for the first time, got his three-week sightseeing and goodwill trip to the U.S. off to a friendly start in Mt. Vernon. There the Middle East monarch met a Wild West hat and obliged its young owner with a royal autograph.



HASTY CIRCUS EXITS

At Madison Square Garden, circus employees fearfully scrambled out of the ring. In the stands, spectators got up to go. A Ringling Bros. and Barnum & Bailey lion named Tonto had escaped his cage. Leaping the barrier, he invaded the lobby, was caught without a struggle.





A BIG BADGE OF ENTHUSIASM

With a poetic slogan and hope, Robert Smith (*left*), Charles Lewsader, Arthur Robinson of Los Angeles launched the first Rockefeller-for-President drive in Vice President Nixon's state. Their goal is to get Rockefeller on the California primary ballot—after they get his okay.

← FIRST REBEL SURRENDER IN ALGERIA

The first large Algerian rebel group to accept General de Gaulle's offer of peace and amnesty lined up for chow in a French army camp. The 156 men surrendered their arms and were free to go home. French claim surrender will lead to others. Rebels call it an isolated incident.

CONTINUED



These slacks weigh a cool 13 oz. **...YET STAY PRESSED!**

"Dacron"* polyester fiber again brings you new comfort plus neatness in summer slacks. Now you can wear cool, smartly tailored slacks made with "Dacron" that weigh mere ounces . . . and resist wrinkles, hold a sharp crease, wearing after wearing. See these new tropical slacks of "Dacron" with worsted in many handsome fabric styles at stores everywhere. Also: See automatic wash and wear slacks made with "Dacron".

*Du Pont's trademark. Du Pont makes fibers, not fabric or slacks shown.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

DACRON[®]
POLYESTER FIBER

Du Pont Better Living Fibers Give You So Much More



THE STORY OF ONE MILLION AMERICANS WHO WANTED TO LOOK BETTER AND FEEL BETTER . . . and how NIAGARA® health equipment is helping them

do it! A secretary in New York who suffered from moderate local back pains . . . a midwest businessman who couldn't sleep nights because of everyday overwork and fatigue . . . a California housewife who suffered from the moderate pains of chronic arthritis . . . these are some of the million Americans who have discovered a new scientific device that helps them feel better, look better, actually get more out of living. This scientific advance called **CYCLO-MASSAGE®** equipment by Niagara combines soothing heat and gently penetrating massage—all in one remarkable unit that can be applied to any part of the body without disrobing. You simply adjust the controls to suit your needs, and the unique action radiates throughout the body gently penetrating bones and even soft tissue. **Arthritis, Bursitis and Rheumatism.** So effective is this action, it helps relieve many kinds of moderate pain . . . particularly those of chronic arthritis, bursitis and rheumatism, whenever they strike. This relief is conclusive fact: hospital tested and proved. And because this heat and massage action helps relieve simple tension and fatigue while it promotes a marvelous feeling of relaxation, it encourages deep, natural sleep without the side effects sometimes associated with the use of drugs or pills. Yes, a million men and women all over America are now enjoying the dramatic benefits of Niagara equipment. If you are interested in discovering what Niagara equipment can mean for your family, an informative booklet is yours free on request. Called "More Zestful Living", this new booklet is based on closely controlled research.



FOR YOUR FREE COPY, MAIL THIS COUPON.

NIAGARA THERAPY MFG. CORP., Adamsville, Pa.



Niagara Therapy Mfg. Corp., Dept. L-49-1
Adamsville, Pa.

Please send me the FREE "ZESTFUL LIVING" booklet and complete information.

Name _____

Address _____

City _____ Zone _____ State _____



RED SCHOENDIENST COMES HOME

After four months in the hospital with tuberculosis, Red Schoendienst, the Milwaukee Braves' star second baseman, came home to St. Louis and was greeted by his 2-year-old daughter Eileen. Cured after a lung operation, he is still weak, probably will not play ball this year.



THE POPE REVIVES A PIOUS CUSTOM

In Rome Pope John XXIII brought an ancient ceremony back into papal usage when he washed and kissed the feet of 13 priests. A symbolic act of humility, the washing, last performed by a Pope in 1878, goes back to Jesus' washing of his Disciples' feet at the Last Supper.

3056 CHANCES TO WIN 1959 STATION WAGON, WESTINGHOUSE REFRIGERATOR-FREEZER, CANNED FRUIT! JUST TELL US YOUR FAVORITE BREAKFAST OF

Oatmeal and Fruit...blended!



**NEW BREAKFAST IDEA!
STIR IN YOUR FAVORITE
CANNED FRUIT WHILE THE
OATMEAL COOKS**

New Quaker Oats Sweepstakes Drawing gives everybody an equal chance to win!

HERE'S ALL YOU DO: This is not a contest. You have 3056 chances to have your name drawn—and to win one of the valuable prizes shown at right. To enter your name, just try oatmeal and your favorite canned fruit . . . blended. *Any* canned fruit. Simply stir the fruit into the creamy-delicious Quaker Oats during the last few seconds of cooking (1 cup fruit per 4-6 oatmeal servings).

Then, on a post card just write the kind of canned fruit you like best in Oatmeal and Fruit . . . blended. Example: Peaches, Applesauce, Pineapple, etc. What could be easier? No writing skill! No competition!

Next sign your name and address and mail your post card to: SWEEPSTAKES, BOX L, DEPT. 1, CHICAGO 77, ILLINOIS. All entries must be postmarked by June 15, 1959 and received by June 22, 1959.



Quaker Oats and Mother's Oats
are exactly the same

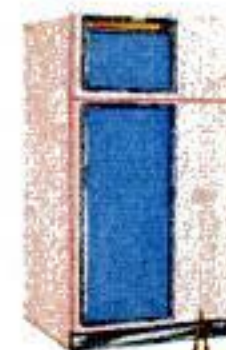
Enter as often as you wish. The drawing will be held July 6, 1959 and all entries will qualify for the prizes in the order in which they are drawn.

Winners will be notified by mail. List of winners will be on file at The Quaker Oats Company, Chicago, Ill. This Sweepstakes void in Nebraska, New Jersey, and any other state or locality where prohibited, taxed, or restricted by law. Otherwise all persons may enter except employees of Quaker Oats, its advertising agencies, and the organization supervising the drawing, and their families.

...with all that wonderful protein!



**3056
VALUABLE
PRIZES!**



**1st NAME DRAWN WINS
CHOICE OF A 1959 Chevrolet,
Ford, or Plymouth Station Wagon
packed with canned fruit of win-
ner's choice or \$3,500 in cash.**

**NEXT 25 NAMES DRAWN WIN
Westinghouse Cold Injector Frost
Free Refrigerator with separate
home freezer (Retail value \$400)
packed with canned fruit of win-
ner's choice.**

**NEXT 30 NAMES DRAWN WIN
choice of canned fruit equal in
weight to total weight of winner's
family (parents and children) or
\$100 in cash.**

**NEXT 3000 NAMES DRAWN WIN
Prize Certificate redeemable at
any food store for a full case (two
dozen cans) of canned fruit of
winner's choice.**

"RC?
Yes-siree!"

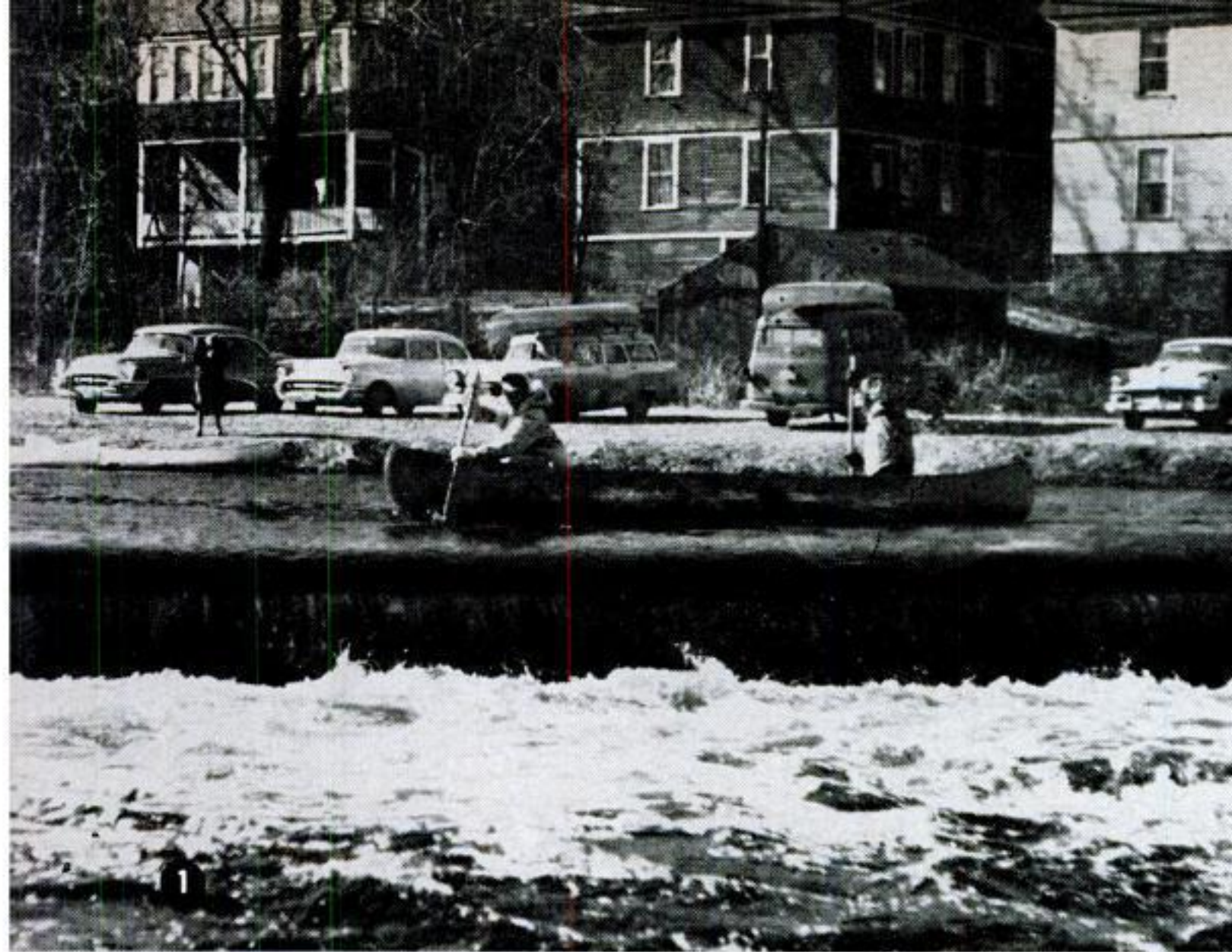


Discover the up-to-date difference in today's RC. Sprightlier, *fresher*, with a delightfully less sweet taste all its own. (Made from fresh, protected concentrate instead of perishable syrup.) Try today's RC and see. Serve frosty-cold. *Sensational!*

You'll prefer



the *fresher* refresher



ON TRAGIC CHARLES RIVER PADDLE, CANOERS MR. AND MRS. WILLIAM WELCH TRY TO PULL THEIR BOAT AWAY FROM FALLS, GO OVER ANYWAY, BOB IN WATER

ON A PLEASANT RIVER, A TRAGIC SEQUENCE

Ordinarily Massachusetts' Charles River, which meanders past inland Watertown, Harvard and Boston's Beacon Hill, is a pleasant, placid waterway on which town and gown enjoy their boating. Last week, enticed by the hint of spring, canoers were out on the river—only to find the peaceful Charles turning suddenly, mortally capricious.

William Welch, 35, and his pregnant wife Elise, 31, were paddling a 17-foot canoe above a four-foot waterfall in Watertown when a gust of wind and a swirl of current yanked their craft toward the drop. The combined effort of Mrs. Welch in the bow and Welch in the stern was not

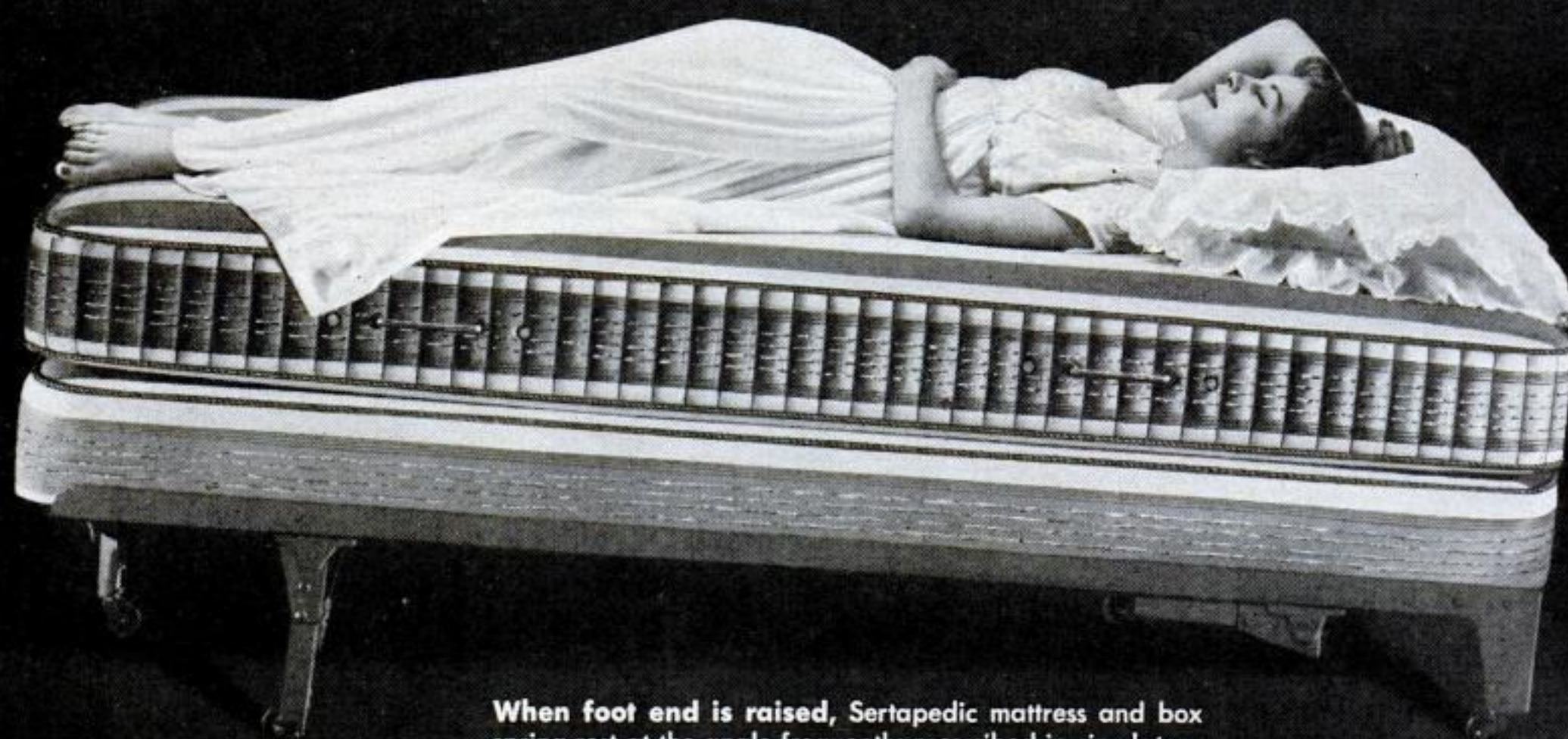
enough to keep the canoe from yawing sideways until it slipped over the brink. Donald Nevin, out taking snapshots on the far bank of the river, turned his camera on what looked like a simple mishap in shallow water.

For a moment, the Welches bobbed in the water together, Welch struggling to hold Elise up. Then the current seized and separated them. As Welch went to help his wife his head hit a rock in the swift water. Mrs. Welch was luckily swept part of the way toward the shore and several rescuers brought her to safety. By the time rescuers got to the stunned Welch, the cold waters of the Charles had overcome and drowned him.

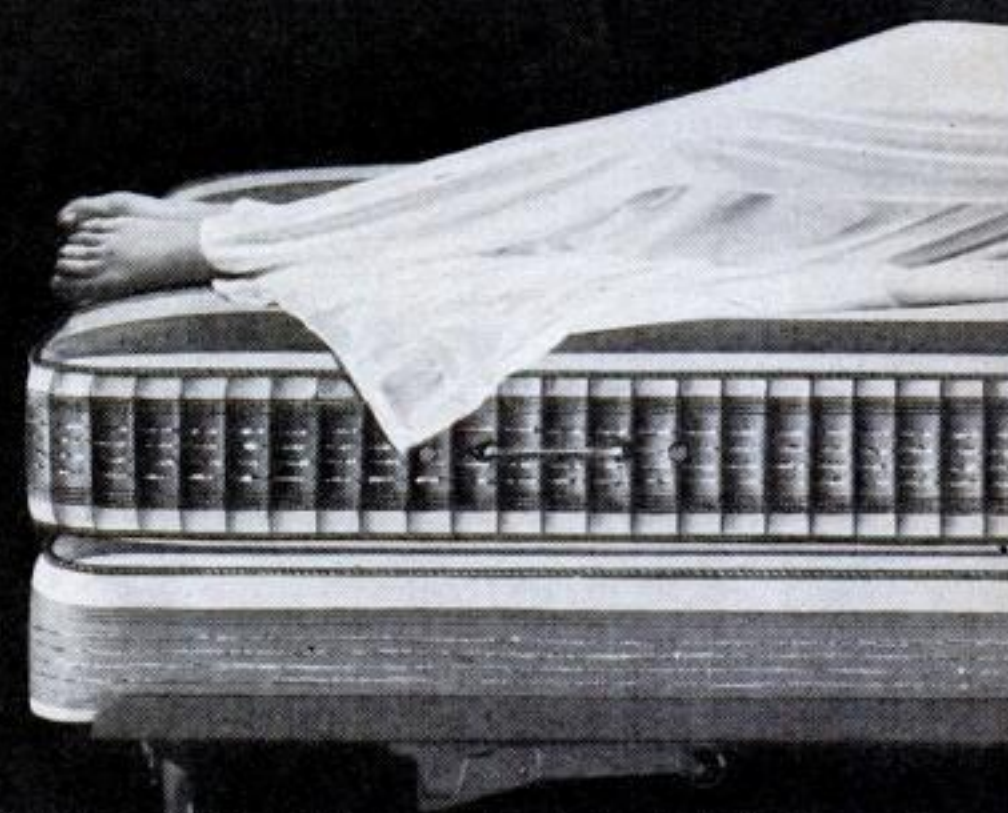
Serta proudly presents

THE SERTAPEDIC*-

with the first new sleep "Angle" for the



When foot end is raised, Sertapedic mattress and box spring rest at the angle frequently prescribed in circulatory disturbances, pregnancy and post-surgical conditions.



When both ends are raised, the labor of bed-making is reduced. The hospital-bed height is convenient for care of home patients.

ADVERTISED IN THE JOURNAL OF THE AMERICAN MEDICAL

Now . . . after 7,000 recorded years . . . man has discovered a new "angle" on sleep for the home . . . an angle that will change the habits of centuries . . . make all old-fashioned mattresses and beds out-dated!

With the thousands of things invented to make man comfortable, to ease his tensions during waking hours,

MAN STILL SLEEPS IN THE SAME HORIZONTAL POSITION as when he stretched out on the floor of his Neanderthal cave!

Yet doctors have long recommended the useful effects of sleeping with the head elevated . . . as well as the restoring effects of resting with the feet higher than the head. Until now these sleep angles have been a hospital-bed exclusive.

Now...Inspired by the Tilt-A-Bed Action...

SERTAPEDIC-'59

...A new kind of truly modern
A "PERFECT SLEEPER®" MATTRESS

in Regular or King-Length, Firm or Extra-Firm...All at No Extra Cost!

The Sertapedic-'59 mattress is also a revolutionary sleep development. There is a new, firm resiliency in the mattress . . . two levels of comfort that were scientifically designed to give a truly restful sleep.

Press one hand lightly on the Sertapedic-'59. You will feel the luxurious top resilience that promotes muscle relaxation and cradles the body. This is the "comfort" phase of the mattress. Then press hard with

both hands and feel the deep support that levels the spine. This "firm" phase of the mattress comes from heavy gauge innersprings with patented Sertaliner construction . . . ribbons of steel that distribute body weight and give permanent support.

The Sertapedic-'59 is a mattress of unsurpassed comfort . . . a mattress designed for the most luxurious sleep of the 20th century.



©1959, Serta Associates, Inc.
*Trademark

'59 SLEEP SET

home in 7,000 recorded years!



If you have any symptoms of illness, consult your physician for the Tilt-A-Bed position best suited for you.

When head end is raised, Sertapedic mattress and box spring rest at the angle found useful for cardiac sufferers as well as victims of asthma, hay fever or other respiratory ailments, including the common cold.

ASSOCIATION

Serta engineers have at last perfected the Tilt-A-Bed action to achieve these beneficial angles without cumbersome, awkward devices. A simple lift of the handle at head or foot gently elevates either end to the angle needed . . . *an angle available only on a Sertapedic-'59 Sleep Set at slight additional cost.*

Sertapedic-'59 Sleep Set...with Tilt-A-Bed action... is a new stage in the sleep evolution of mankind.

Now, in this day of exploring inter-stellar space . . . smashing atoms . . . spanning the oceans in hours and countries in minutes . . . man will be able to *adjust* his sleep to fit his 20th century needs. Now he can follow his physician's advice . . . to help alleviate many of the ills and discomforts that beset him in this most demanding of centuries.

Now, Sertapedic Tilt-A-Bed action makes it possible for sleep to "restore" . . . "refresh" . . . and "renew" as never before in the 70 centuries of man's recorded history.

mattress

Sertapedic-'59 gives you all these features at no extra cost!

- Patented Sertaliner construction, for better weight distribution
- Special tuftless construction—smooth-top luxury
- Smart, durable decorator-designed covers, reinforced at seams
- Evenly-spaced breathing vents for constant ventilation
- Specially engineered matching box spring with synchronized support

\$79⁵⁰
JUST EACH

Full or twin size.
Matching box spring
same low price.

REGULAR LENGTH: your choice of firm or extra-firm, at no extra cost.

KING-LENGTH: A full seven inches longer, also available in firm or extra-firm—all at no extra cost.





GRIM GAMBIT FOR REVENGE

**Ex-con kidnaps a family
to get former cellmate**

In West Virginia last week a brooding ex-convict named Richard Payne was committed to an insane asylum, bringing to an end a nightmarish interlude that teetered on the brink of tragedy. When he was released from the state penitentiary, where he had spent a six-year term for robbery, Payne carried a deadly hatred for his close friend and former cellmate, Burton Junior Post. He concocted a macabre plot to kill him.

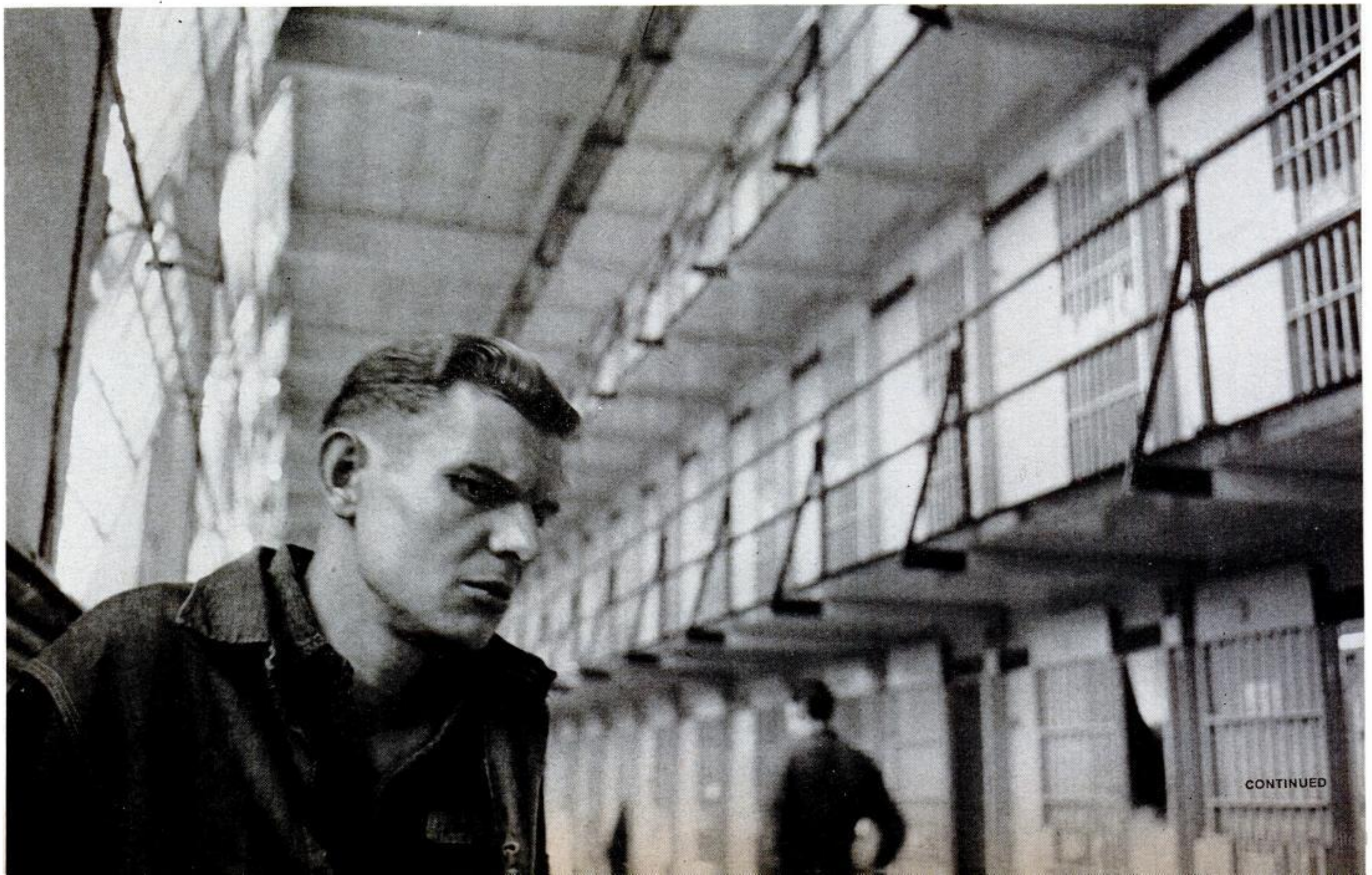
Going home to South Charleston, Payne kidnaped Elma Baldwin and her three young children. In a scrawled ransom note he said he would hold them as hostages until Post was turned over to him. "I hate him," he wrote. "Now I must kill him or go mad." He drove off into the night with his hostages. Boldly Mrs. Baldwin took a hammer and hit Payne twice on the head. But he shrugged off the blows and made no effort to retaliate.

For 20 hours, the fearful captives were driven aimlessly along back roads. Payne talked amiably with the children and offered them no harm. By morning roadblocks were everywhere. Finally cornered, Payne fired twice through a car window, then surrendered meekly. Taken to a county jail to await trial, he slashed his wrists and was committed for psychiatric observation. If he is judged sane and convicted of kidnaping, he will go back to the state penitentiary—but to a cell far from his old friend's.

CAPTURED KIDNAPER, Richard Payne, who is 22, tells police in Logan of his hate for Post. "If

I'm sent back to the pen I'll kill him," he said. He signed ransom note "Evol"—love in reverse.

AT STATE PENITENTIARY IN MOUNDSVILLE BURTON POST, 28, PUZZLES OVER PAYNE'S PLOT. "IT HAS TO BE INSANITY," HE SAID. "WE WERE FRIENDS"



CONTINUED



"Just between us men..."

**"The best to you
each morning"**

Best liked (*World's favorite*)

... Best flavor (*Kellogg's secret*)

... Worst to run out of

Kellogg's **CORN FLAKES**

© 1959 by Kellogg Company

Copyrighted material

**MEN OF
AMERICA:**

'COPTER RESCUE

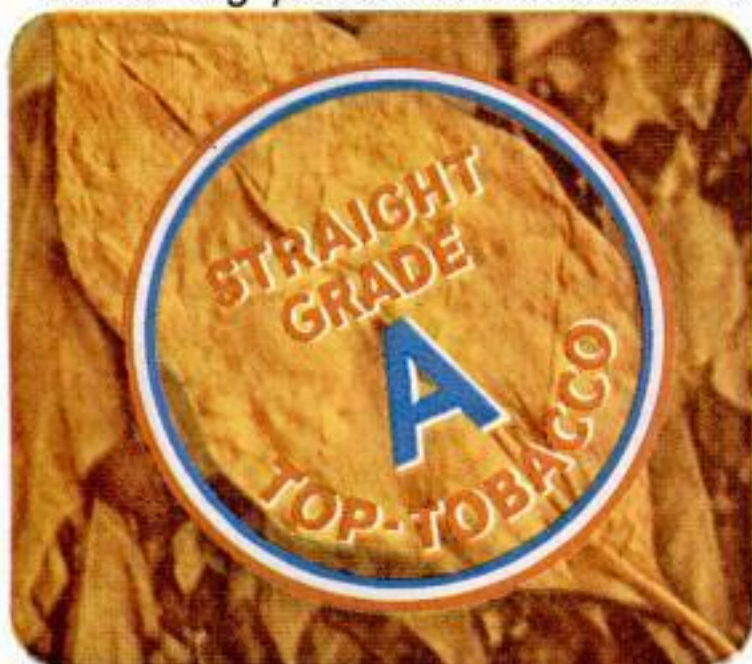
Live-action shots—U.S. Air Force
Air-Sea Rescue



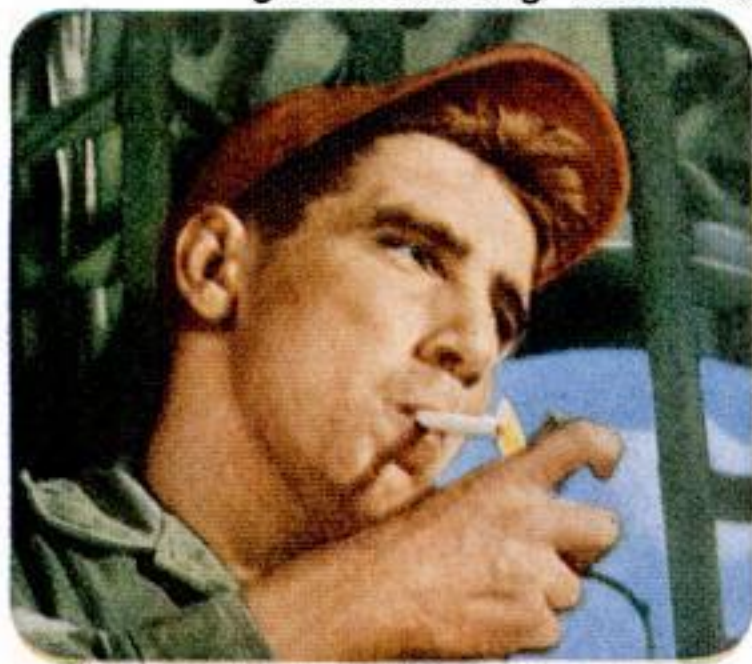
*Pilot ditches! Ocean icy black!
Air survival crew will bring him back!*



*Flying the 'copters you'll find a man...
Takes big pleasure when and where he can... Chesterfield King!*



*Only top-tobacco, full King-size,
gives the big clean taste that satisfies!*



*Join the men who know—NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO*

CHESTERFIELD KING

© Liggett & Myers Tobacco Co.

KIDNAPER CONTINUED



INSTRUMENTS OF REVENGE, Elma Baldwin and her children, Susan, 5, Kenneth, 10, and Danny, 8, stare from shattered car window through which Payne fired when troopers closed in. His shots narrowly missed the two boys.



WEEPING FATHER, John Baldwin finally gives in to strain when he joins family at Logan police station. Payne had trussed him on bed, said he would take only children, but yielded when Mrs. Baldwin pleaded he take her too.

So enjoyable

it brings families closer together!



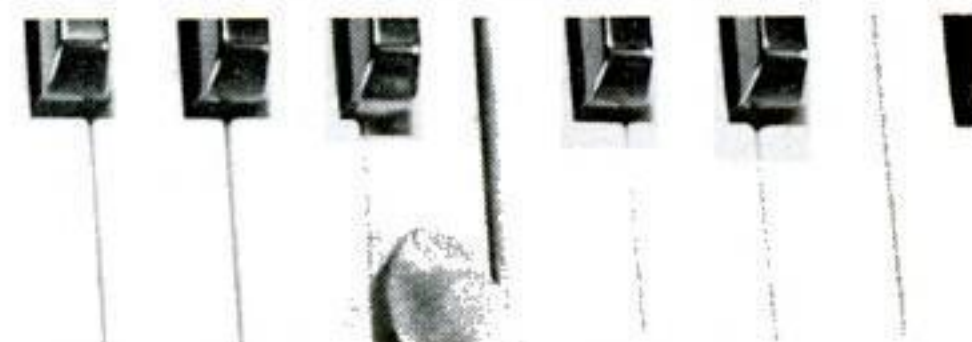
WHEN YOU GATHER around the Hammond Chord Organ, and the music starts to flowing, and you're singing and you're laughing—well, that's just about the finest kind of family fun there is!

It's fun you really share, for all of you can *play*. Without lessons. Or practice. Or even reading music. For the Hammond Chord Organ is so easy you can play it the *first* time you try!

And the fun you'll have is *worthwhile*. For this organ is no toy or gadget, but a full-fledged musical instrument—one you can enjoy for years to come.

See and *play* this wonderful organ at your Hammond dealer. And be sure to bring the family!

Why it's so easy to play



ONE FINGER plays the melody. (Or you can play full right-hand chords.)



ONE FINGER presses buttons to play full, beautiful chords.



"PICTURE MUSIC" by Hammond shows you exactly what to do if you can't read music. It's that easy!

YOUR FOOT resting on a pedal automatically plays just the right bass.

So easy to play

you can play it the first time you try!

HAMMOND CHORD ORGAN

Terms: about \$97.50 down and \$29.50 a month at most dealers.



Mail coupon for free booklet!

Hammond Organ Company
4234 W. Diversey Avenue
Chicago 39, Illinois

- ☐ Please send free "Happy Home" booklet, and tell me how to get free LP record of Hammond music.
- ☐ Please send free color catalog of other Hammond Organ models.

Name _____

Address _____

City _____ Zone _____ State _____

© 1959, HAMMOND ORGAN COMPANY 4



IN PHYSICS CLASSROOM SISTER MARY LAURETTA STANDS SOLICITOUSLY BY AS THIS YEAR'S WESTINGHOUSE WINNER, RONALD GATES, 17, SOLVES PROBLEM

Dedicated Nun's Science Winners

Among the nationwide competitions to unearth budding scientists the most grueling is the annual Westinghouse Science Talent Search. Of 4,000 youngsters who entered this year's contest only 40 won awards. Any school can be proud to count a single Westinghouse winner among its own. But little Columbus High School, a Catholic school in rural Marshfield, Wis. (pop. 12,394), has accomplished the extraordinary feat of producing a winner every year for five years running.

The moving force behind Columbus' scientific tour de force is a peppery,

enthusiastic little nun named Sister Mary Laretta, who has made a specialty of grooming Westinghouse winners. Each year she singles out one student for special attention, inspiring him with her own evangelistic passion, hovering over him like a fervent muse as he works nights and weekends on his required research project. Her string of successes have won her wide acclaim and even, last year, a commendation from President Eisenhower. But Sister Laretta is not resting on her laurels. She is already looking for the lucky Columbus student to groom for 1960.

NEW IDEA!

Famous cocktail recipes go to frosty tall drinks with Canada Dry Club Soda. Bubbles curb morning-after!



BIG BLOODY MARY: Recipe 2 oz. vodka, 2 oz. tomato paste, several drops of worcestershire, 2 drops tabasco, dash salt, pepper, lemon juice. Add ice, stir, adding Canada Dry Club Soda.

MOUNTAINOUS MANHATTAN: 2 oz. of whiskey, ½ oz. dry vermouth, dash bitters, add ice, stir 'til frosty cold. Top with Sparkling Canada Dry Club Soda. Garnish with cherry or curly lemon peel.

MARTINI TALLBOY: Recipe 2 oz. dry gin, dash bitters, cool with plenty of ice, topping drink with sparkling, light Canada Dry Club Soda. Garnish with twist of lemon or pearl onion.

NEW MODERATION TREND. For a happier today and tomorrow it's *easy does it!* Cocktails made into tall drinks with sparkling Canada Dry Club Soda fit the pattern. The ineffable, exclusive bubbles make drinks that are better for you: Bubbles speed liquid through system 80% faster than plain water • Bubbles aid digestion • Bubbles curb unpleasant aftereffects • Canada Dry's secret flavor formula enhances liquor's taste



"These new Johns-Manville Roof Shingles hold tight even in hurricane winds!"



Neptune Green

Bermuda Red

White

Red Slateblend

Here's the Secret!

Johns-Manville's Seal-O-Matic shingles have a patented adhesive stripe along the under side of each shingle. The sun's heat *automatically* seals them tight.

Seal-O-Matic® asphalt shingles hold fast, stay tight, even in winds of hurricane force. Rain or snow just can't drive under these self-sealing J-M shingles. Proven on over half a million homes. Now you can have a roof that really protects your home for as little as *\$14.50 a month*. Ask your Johns-Manville Dealer or Certified Contractor about Seal-O-Matic shingles—available in white, beautiful colors and blends.



Tested and selected by
NATIONAL HOMES CORP.
the nation's largest manufacturer
of quality homes



FREE! "15 Things You Should Know About Your Roof"

Mail coupon for this 20-page informative, helpful book. Address Johns-Manville, Dept. L-1, Box 60, New York 16, N. Y. In Canada, Port Credit, Ontario.

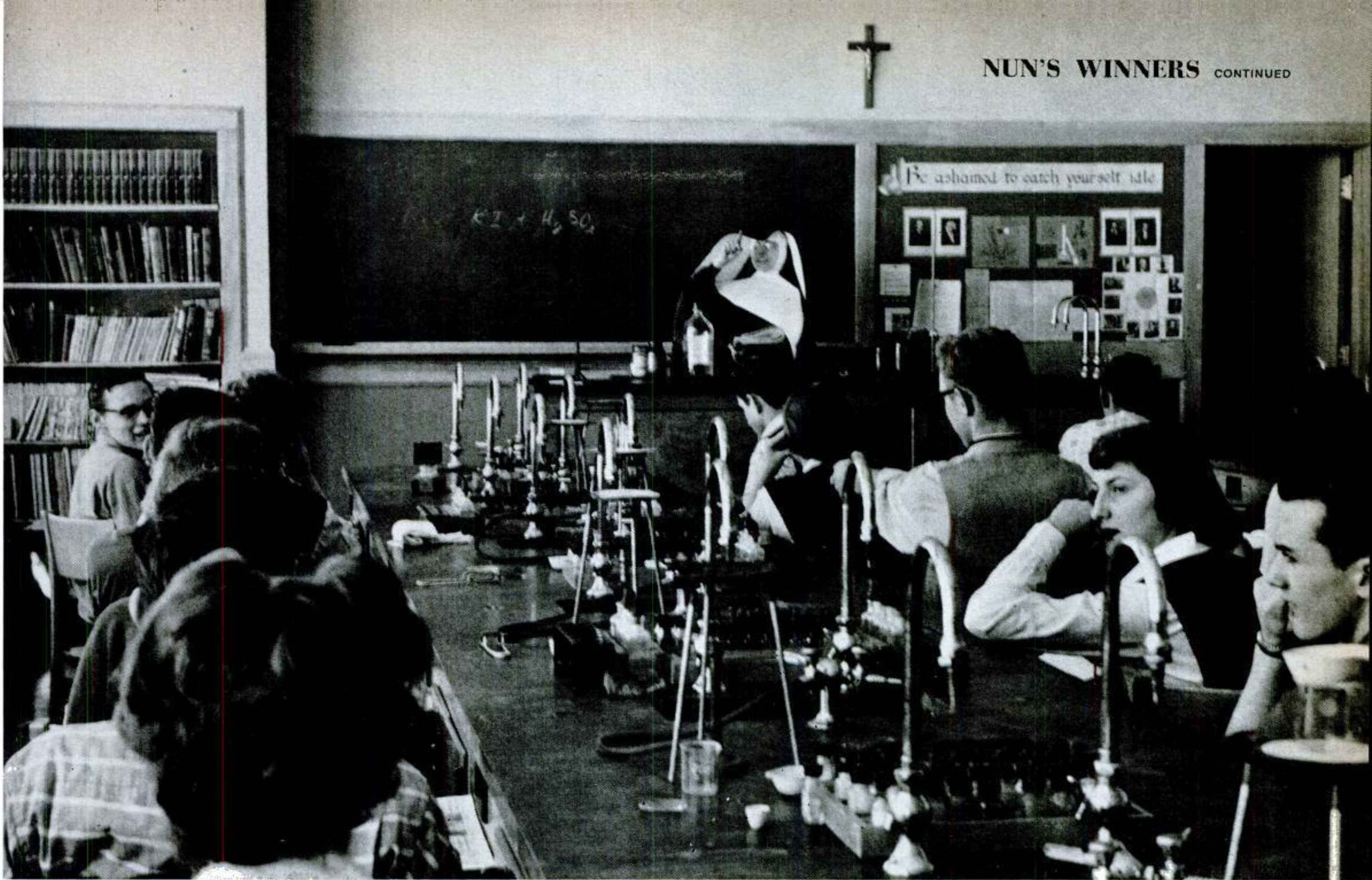
Name _____

Street _____ City _____

County _____ State _____

I'm interested for ☐ new house ☐ present house

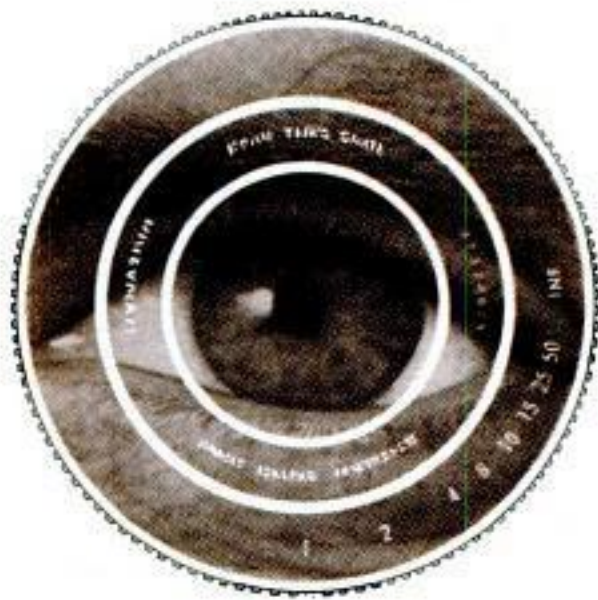
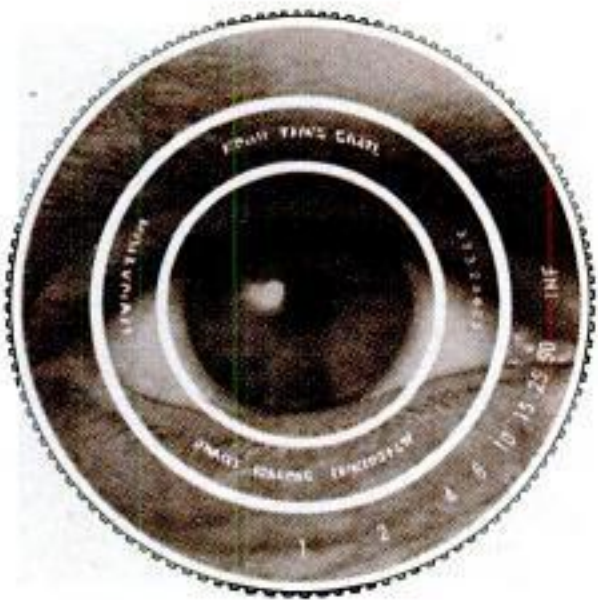
JOHNS-MANVILLE



IN CHEMISTRY CLASS Sister Mary Laurretta delivers a lecture beside her favorite motto. An energetic teacher, she once started 14 of her students in the

Westinghouse contest. "But," she says, "that was too many to work with. I decided not to fool around with the second rate. I just had to go along with the best."

CONTINUED



Seeing is *continuous*—your eyes are constantly recording close-ups, distant views, action and color images by the millions . . . an *infinity* of "pictures," far more than are taken by all the movie, still and television cameras in the world put together.

Naturally, your eyes change . . . and you need regular examinations to keep your seeing up to date. Make an appointment soon and, remember, good vision care doesn't cost—it pays.

YOUR EYES TAKE MORE PICTURES THAN ALL THE CAMERAS IN THE WORLD

TEAR OUT
THIS REMINDER

Presented as a public service by the world's largest organization devoted exclusively to serving the ophthalmologist, optometrist and optician,
Shuron Optical Company Division of Textron Inc.

Call DR. _____ for an appointment for an eyesight examination

APRIL 1959

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

At _____ A.M. _____ P.M.



WAVE MOTION demonstration has Sister Lauretta wiggling a spring on floor. Needing assistance,

she pointed to two students and said, "You two brethren come up here. I want you to help me."

NUN'S WINNERS CONTINUED



ARDENT TEACHER, Sister Lauretta brandishes eloquent hand to clarify question in physics class.



TRUST HIM TO GET YOUR CAR READY FOR SPRING

He's the MoPar man with a special checkup for your Plymouth, Dodge, De Soto, Chrysler or Imperial

For most motorists, this is spring change-over time. With the severe winter just past, it's a time when your car needs a checkup from a true specialist.

The MoPar man in your community—your dealer in Plymouth, Dodge, De Soto, Chrysler or Imperial cars—is that type of specialist. He has what it takes. He works with MoPar products, precisely engineered for your car by Chrysler Corporation, and with the latest, factory-approved equipment.

Because he knows your car so well, the MoPar man saves you money. His keen eye spots trouble *before* it can develop into a major repair bill. He uses all his experience and skill to keep your car operating safely, efficiently and at low cost.

Your confidence is well placed in the MoPar man. He's your car's best friend in the spring—and all the year around!

Drive in for your spring checkup today.



MoPar Division, Chrysler Motors Corporation, Detroit 31, Mich.

KEEP YOUR CAR LOOKING NEW WITH MOPAR POLISHES AND CLEANERS

BLENDING SCOTCH WHISKY, 86.8 PROOF. SOLE DISTRIBUTORS: BROWNE VINTNERS CO., INC., N. Y. C.



Going places?
Let White Horse carry you smoothly

the most remarkable tire on American Super-Highways

This amazing tire lasts longer than you will probably keep your car. Its Nygen Cord and 2-tread construction makes it tremendously safe under all present-day driving conditions.

NYGEN CORD
AND 2 TREADS

25,000 MILES 35,000 MILES 50,000 MILES

*We pay for road service
if you have a puncture.*



See your General Tire Dealer or favorite automobile agency

GENERAL DUAL 90



FINISHED BLENDING
OF WHITE AND COLOR MAKE-UP

Make-up in Whiteface

Amid the rainbow of bright colors produced by the cosmetic industry the newest sensation is chalk white—white lipstick and white eyeshadow. Both are meant to be worn along with conventional colors, as shown by these pictures. The face at left is made up in a usual way; face at right shows where to place the white for proper blending with color; the final blend of white and color is shown at top. White lipstick, an Italian idea, has been growing in popularity with American high-fashion women for a year or two. Now available in quantity, it is outselling all other new spring shades. It provides a pale but dramatic change. White eyeshadow makes eyes look large, and the lipstick makes the wearer look at all times as though she had just licked her lips.

CONVENTIONAL
EYE AND LIP MAKE-UP

CHALK WHITE
ON MOUTH, EYELIDS



Such variety! Such values! Come pick 'em like daisies!



Del Monte® Spring





Garden Show



More bloomin' fun! More bloomin' flavor! Walk down the aisle at your favorite market now and fill your shopping cart with DEL MONTE Foods by the dozen. Luscious fruits and refreshing juices, tender vegetables—dried fruits, catsup and lots more—you can pick 'em all with confidence because they're all famous DEL MONTE Brand Quality. So hurry down—stock up now on flavor at the DEL MONTE Spring Garden Show!

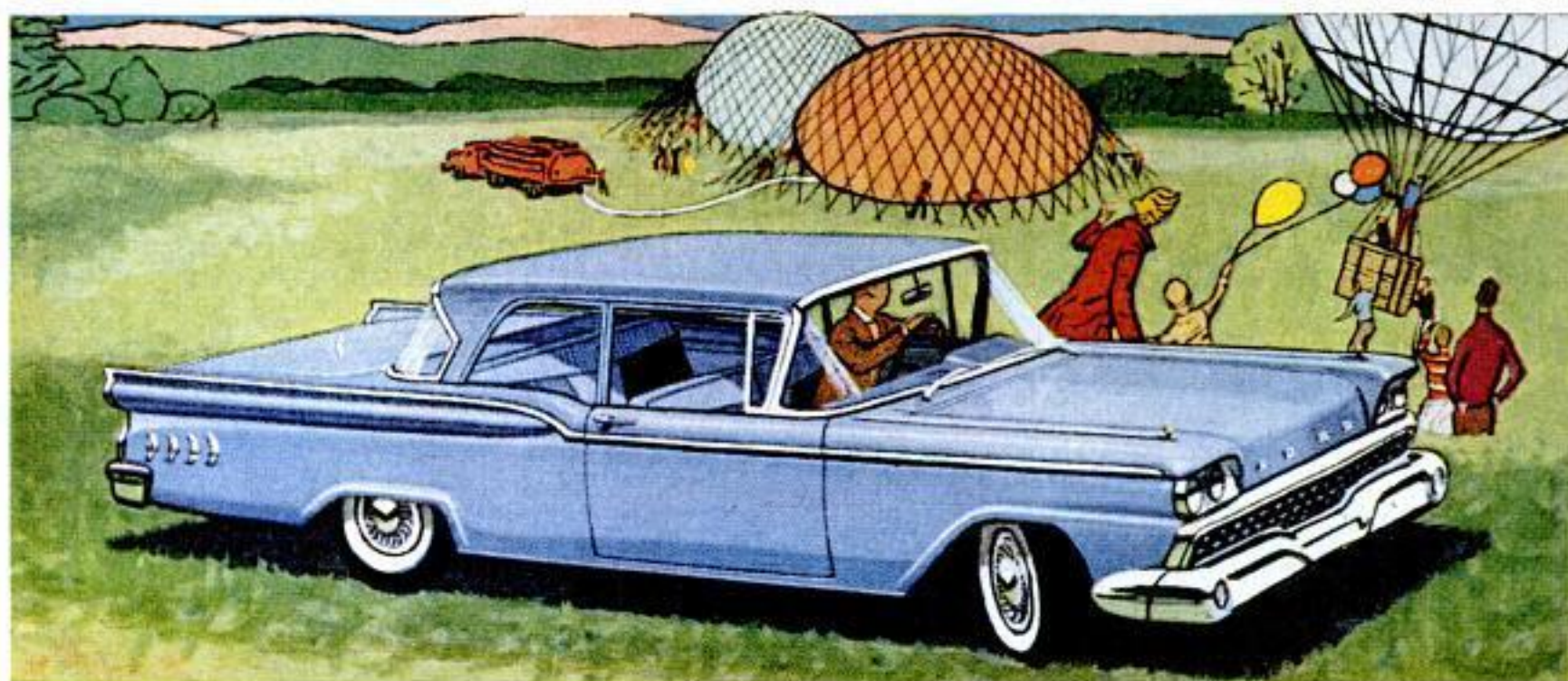
AT GROCERS'—April 2 to May 2



Gas goes a whole lot farther...

Savings reach new heights in this new Ford Ranch Wagon... designed for families living it up on a budget. All six Ford Wagons—Standard Six or Thunderbird V-8—use *regular* gas, save you up to \$40 a year on fuel alone! America's wagon specialists have designed them *new*, like a hardtop. Living room comfortable... with sofa-soft seats for up to nine. A stratospheric 92 cu. ft. of cargo space is push-button easy to load with single-operation tailgate. Biggest, most elegant Ford wagons ever. Want a lift?

THE SMARTLY STYLED CUSTOM 300 TUDOR SEDAN... LOWEST PRICED OF THE POPULAR THREE



New award-winning proportions • New hardtop styling for picture-window view • All seats face comfortably forward • Safety Glass all around • New Diamond Lustre finish never needs waxing • Aluminized mufflers for twice the life • Full-flow oil filtration takes you 4000 miles without an oil change.

59
FORDS
WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

Hopped-up Hat on a High Hope

This is what happened to Bob Hope when he tried to find out what makes a western bad man bad. As part of the experiment he put down a shot of Arizona redeste. The explosive results were all done with air pressure. Hope had little tubes running up his spine, into his hat and out his ears. One tube made his hat bulge in four places, another made the hat brim coil and uncoil and two more sent jets of heavy incense (he smelled like a church mouse after it was all over) out of his ears. Hope was working on this merry little sequence for a new United Artists movie, *Alias Jesse James*, and he was just following the director's orders to "make believe you're a man snapping out of a coma—only a funny coma, see."

HOPE DOWNS A WHISKY



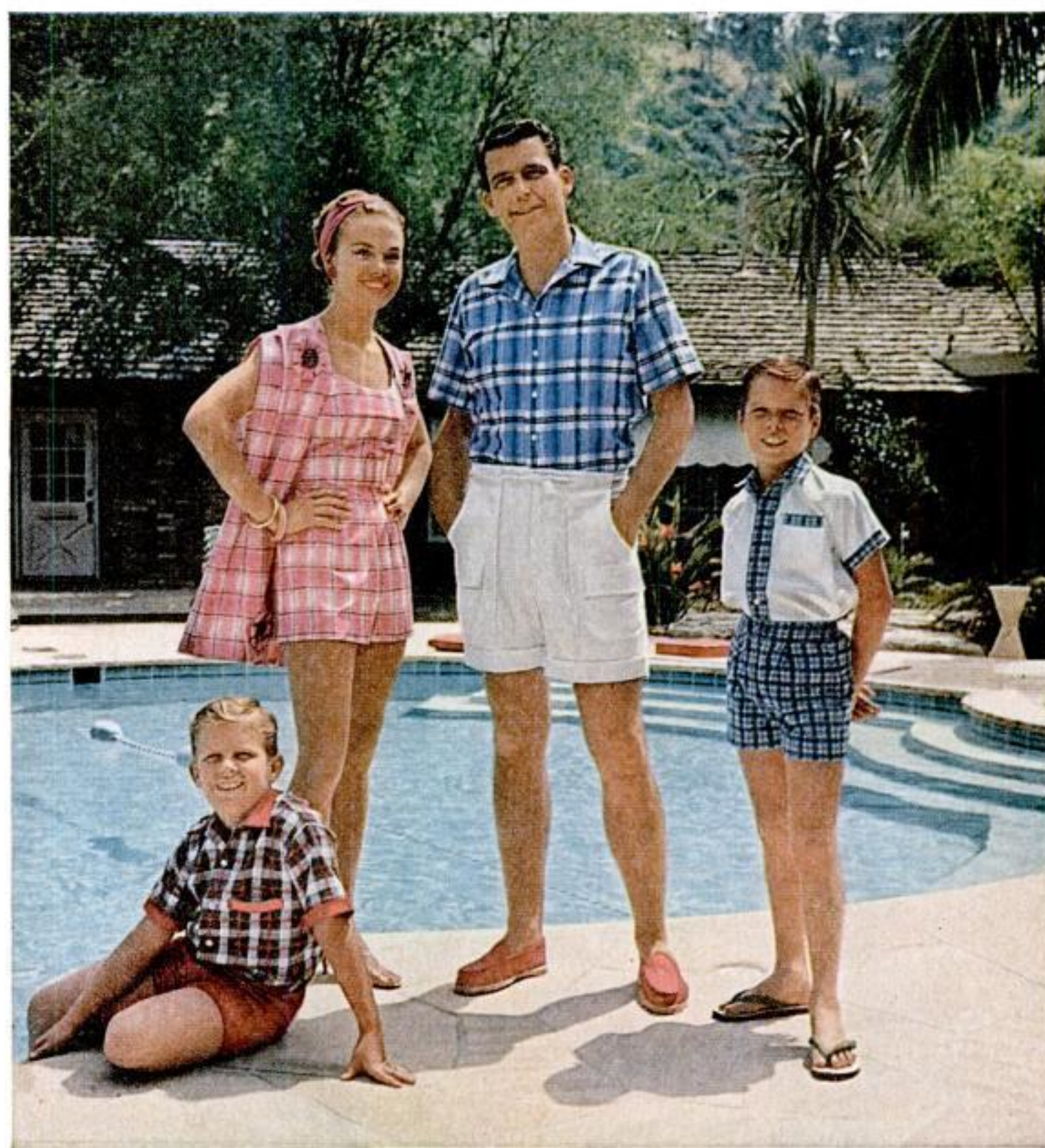
HE SAVORS BOUQUET

**HE FINDS IT A BIT HEADY
BUT A WARMING DRINK**





THE MODERN AMERICAN FAMILY



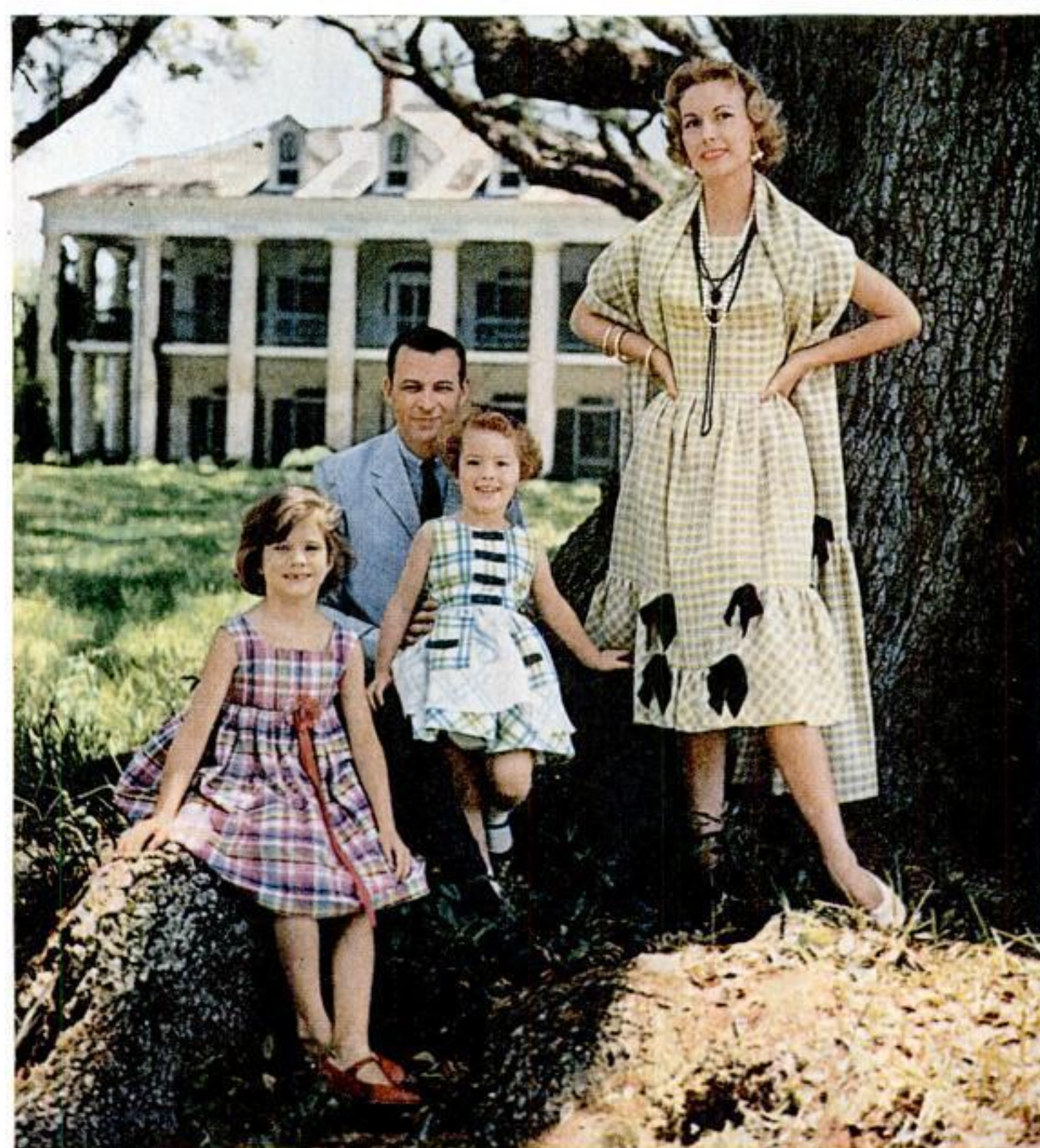
HOWELL CONANT

American tintypes—Circa 1959! Same warm family groups, but how the fashions have changed! Just look at these attractive Wash and Wear Cottons by Dan River! Bright, colorful and relaxed... they reflect today's informal way of life, even in their carefree performance. You just wash them, dry them (even tumble-dry them), and *don* them. They dry so smooth, most people don't iron them at all. Because they're **Wrinkl-SHED** with **Dri-Don*** by Dan River!

BEST-DRESSED BY DAN RIVER

The fabric of American life

All fabrics designed and woven in the U. S. A. by Dan River Mills, Incorporated, Danville, Va.
*Registered trademark for Dan River wrinkle-resistant wash and wear cottons.






It takes "Candy Box" chocolate to make Marsettes

*Sweet, Dark Chocolate for the **Mint** . . . Rich Milk Chocolate for the **Caramel***

Hardly anybody wraps real chocolate for a nickel or a dime, these days. But we do, here at Mars. We're lavish with it around creamy caramel and fine crème mint. Best way we know of to get "Candy Box" chocolate in a package small enough to carry, big enough to share!

We sell them by the roll for just 10¢

Marsettes®

from Candyland by 



©1959, MARS INC., CHICAGO 38, ILL.



REAR VIEW OF SLED ON TRACK SHOWS EXHAUST OF 100,000-POUND THRUST ROCKET WHICH PROPELS IT

Space Speeds on Land

3,000-mph sleds will test missiles and passengers

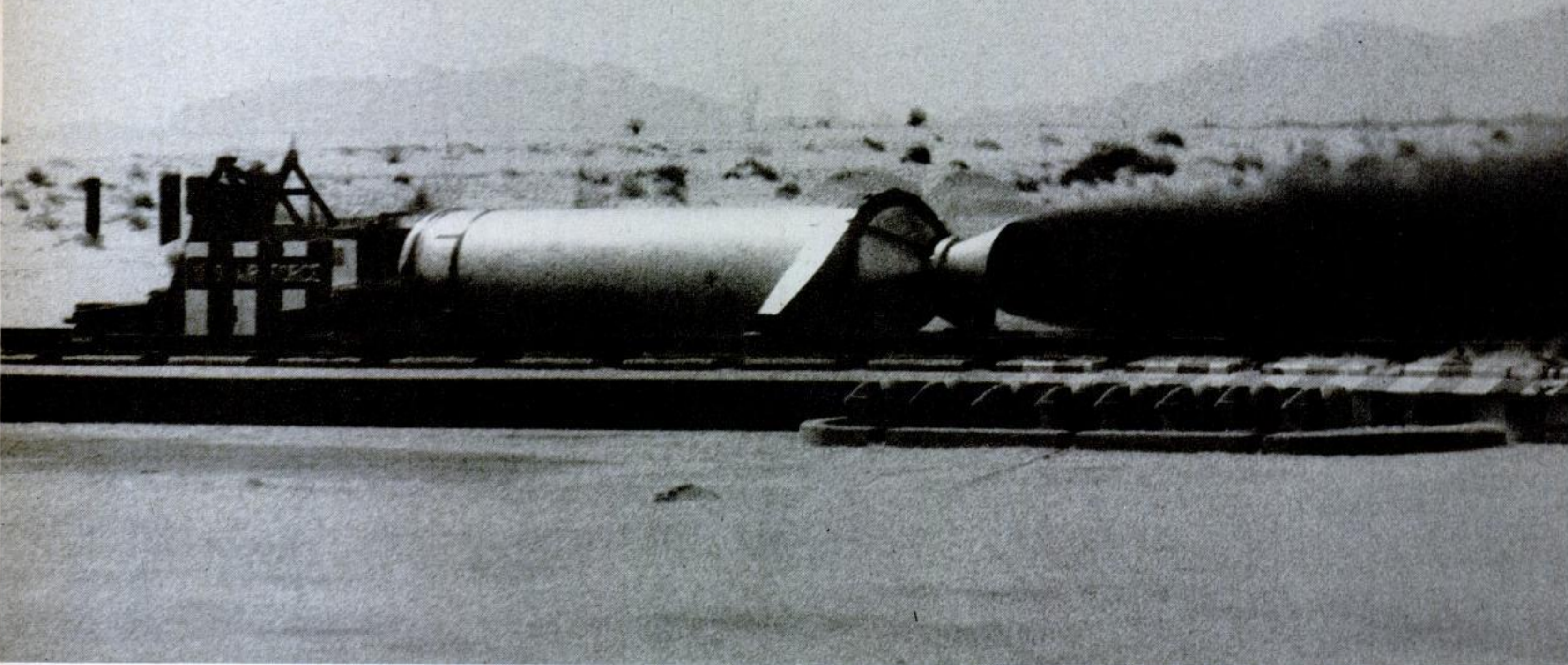
Long before the U.S. Air Force launches a new missile or space experiment, it must test the equipment on the ground to make sure it will withstand the strain of supersonic flight. To do this better the Air Research and Development Command has constructed a huge track across the New Mexico desert to simulate space-flight conditions. The track, made of steel rails laid on a concrete bed, is almost seven miles long, 10 times as long as the one previously used. Sleds propelled along the track by rockets can reach speeds over 3,000 mph, three times

greater than before, and can give a fast ride to everything from a missile to a man or a mouse.

Last month, to give the track its official start, the Air Force put two rats inside a sled and tied them down in different positions to test their reaction to the forces of acceleration on a 1,100-mph ride. A rat which rode them out sideways survived the ordeal well. The other, tied down lengthwise, was badly shaken up. With this data the Air Force will be able to make it easier for the first man who rides the new track before he, too, zooms into space.



SETTING UP TEST, technicians work over sled. Track can be lengthened to 90,000 feet if needed.



AT THE START OF ITS 1,100-MPH RUN, THE SOLID-FUELED ROCKET BELCHES OUT SMOKE AS IT PUSHES THE AIR FORCE SLED CONTAINING RATS AHEAD OF IT.

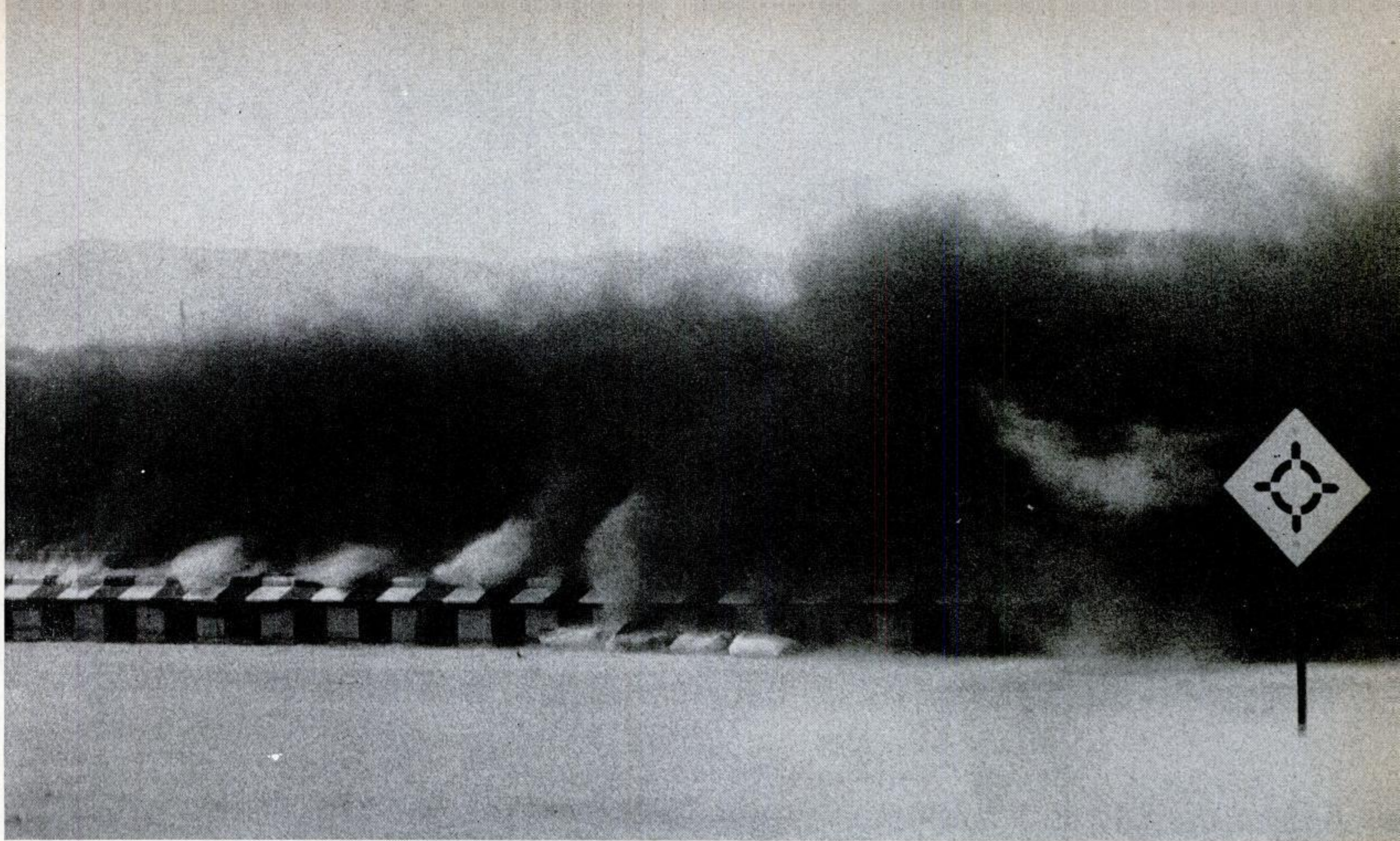


Summertime U.S.A. begins with

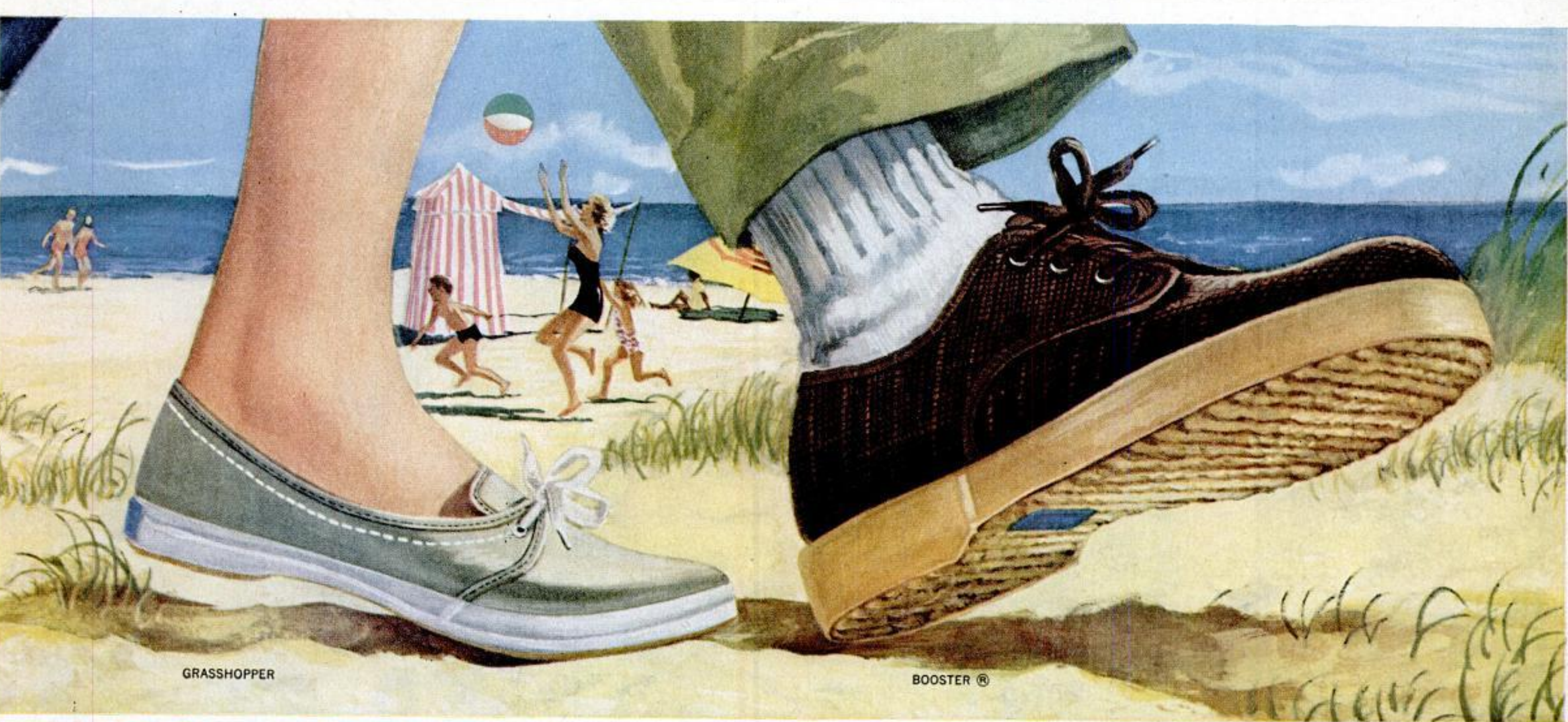


Teens, tots, moms, pops, everybody loves U. S. Keds for lots of reasons. Keds look so nice. They feel so good. They wear so well. And kids will tell you Keds run faster.


The truth is genuine Keds are built over lasts that are scientifically shaped to fit active feet. Unlike ordinary sneakers, Keds are



THE SAME SLED COULD CARRY A MAN STRAPPED INTO THE SEAT ON ITS FORWARD EDGE. THE SIGN AT THE FAR RIGHT IS A MARKER FOR TRACKING CAMERA



U.S. KEDS...for everybody

made with shockproof arch cushions like this  to absorb the jolts and jars of running and jumping.
 And Keds wear longer. Soles and uppers are permanently bonded together. You can keep them clean in your washing machine. Genuine Keds are easy to identify. **Always look for the blue label.**

 **United States Rubber**
 Rockefeller Center, New York 20, New York

you'll love the way your kitchen looks...

you'll love the way your kitchen works!

HOTPOINT

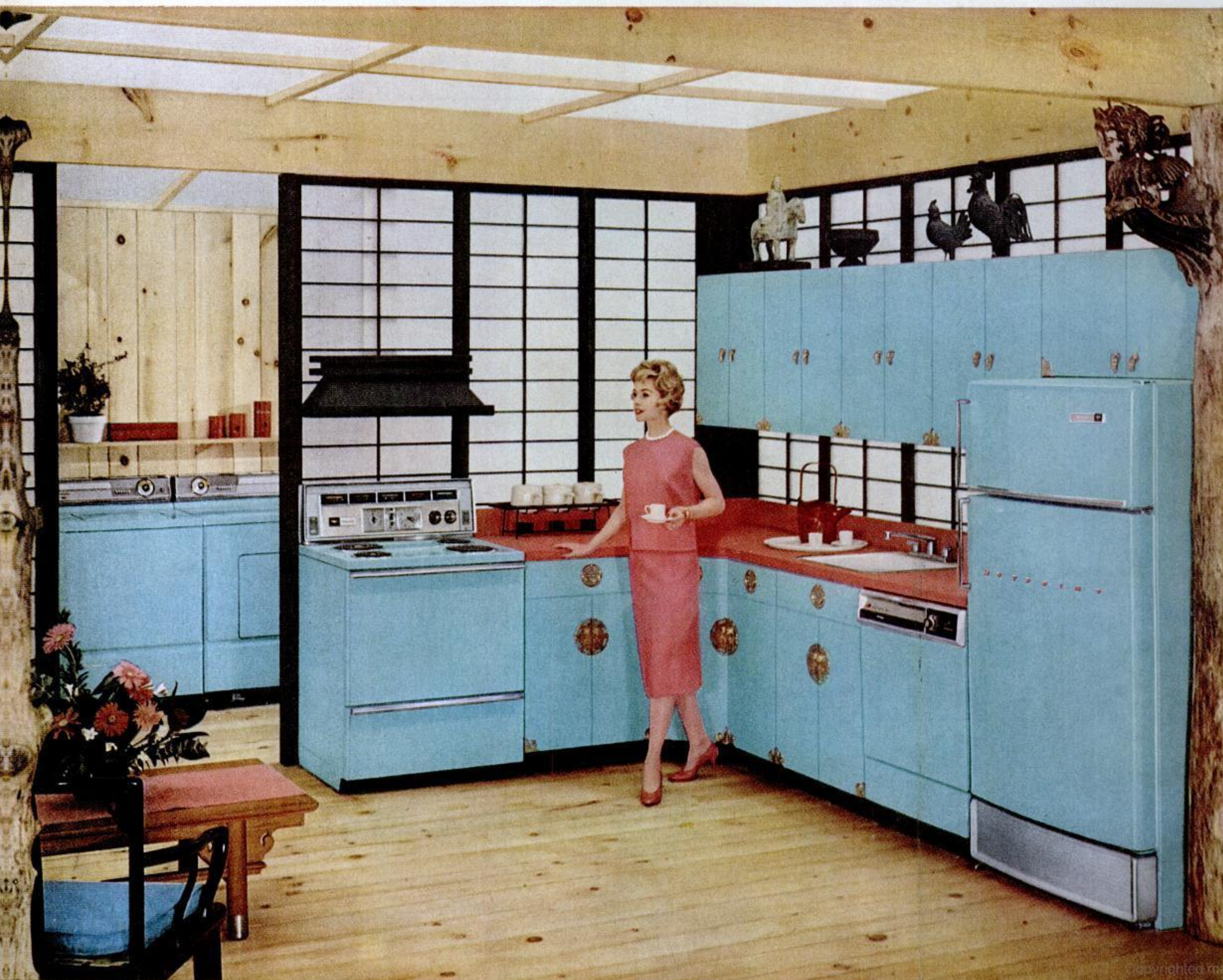
Quality Appliances

for kitchen and laundry

What a joy it is to please your good taste *and* your good judgment at the same time!

Hotpoint lets you do just that. Never were home appliances so beautiful to look at—so automatically convenient to use—so thrifty to own—as are the Hotpoint 1959 models in your choice of four lovely Colortones or classic white. Whether you're planning a complete all-electric kitchen and laundry, or simply replacing a single appliance, visit your Hotpoint dealer and see what he has in store for you!

All of the Hotpoint appliances shown below can be bought as a complete "package" and financed on low monthly terms through your Hotpoint Dealer.





All of the Hotpoint appliances shown above can be bought as a complete "package" and financed on low monthly terms through your Hotpoint Dealer.

Refrigerators . . . Swing-Out shelves put everything in easy reach. And only Hotpoint, with the amazing Cold Amplifier, brings you Reserve Coldpower to keep foods fresh up to twice as long. Hotpoint stores more, too.

Electric Ranges . . . Hotpoint 1959 models with exclusive "Recipe Heat" are finer than ever. Completely automatic time and temperature controls. Wonderful ovens that cook a whole meal for as many as 24—all automatically.

Home Freezers . . . Every Hotpoint Home Freezer has a "silver lining" of alu-

minum which conducts cold four times faster than steel. Coldcoils on all four walls give you the fast freezing and uniform cold you need for safe food protection. Upright and Chest models.

Dishwashers . . . For spotlessly clean dishes, no other dishwasher can match Hotpoint. Exclusive Double-Deck Water Action. Washes twice and rinses twice. Separate cycle for pots and pans. Under-counter models and full-sized mobiles—all front loading.

6-Cycle Washers . . . Push one button—the Hotpoint 6-Cycle washer gives you

proper wash and spin speeds, proper wash and rinse temperatures for every type of load. Underwater Filter captures lint where it forms.

Customline "Built-Ins". . . For the last word in modern, all-electric, pushbutton kitchens, Hotpoint "Built-Ins" provide the utmost in performance, beauty, flexibility, automatic convenience. Wide selection of ovens, surface cooking sections, refrigerators, upright freezers, dishwashers.

Vent-Free Dryers . . . New 3-Cycle Hotpoint, with Controlled Climate Chamber, dries your clothes cleaner, fluffier, "wrin-

kle-free." Sends lint and moisture down the drain. Clothes Minder "measures" moisture, shuts off when clothes are dry.

Air Conditioners . . . Models for every sort of room or office—every type of window. Also, the new Hotpoint Power Plus portables—from carton to cooling in five minutes!

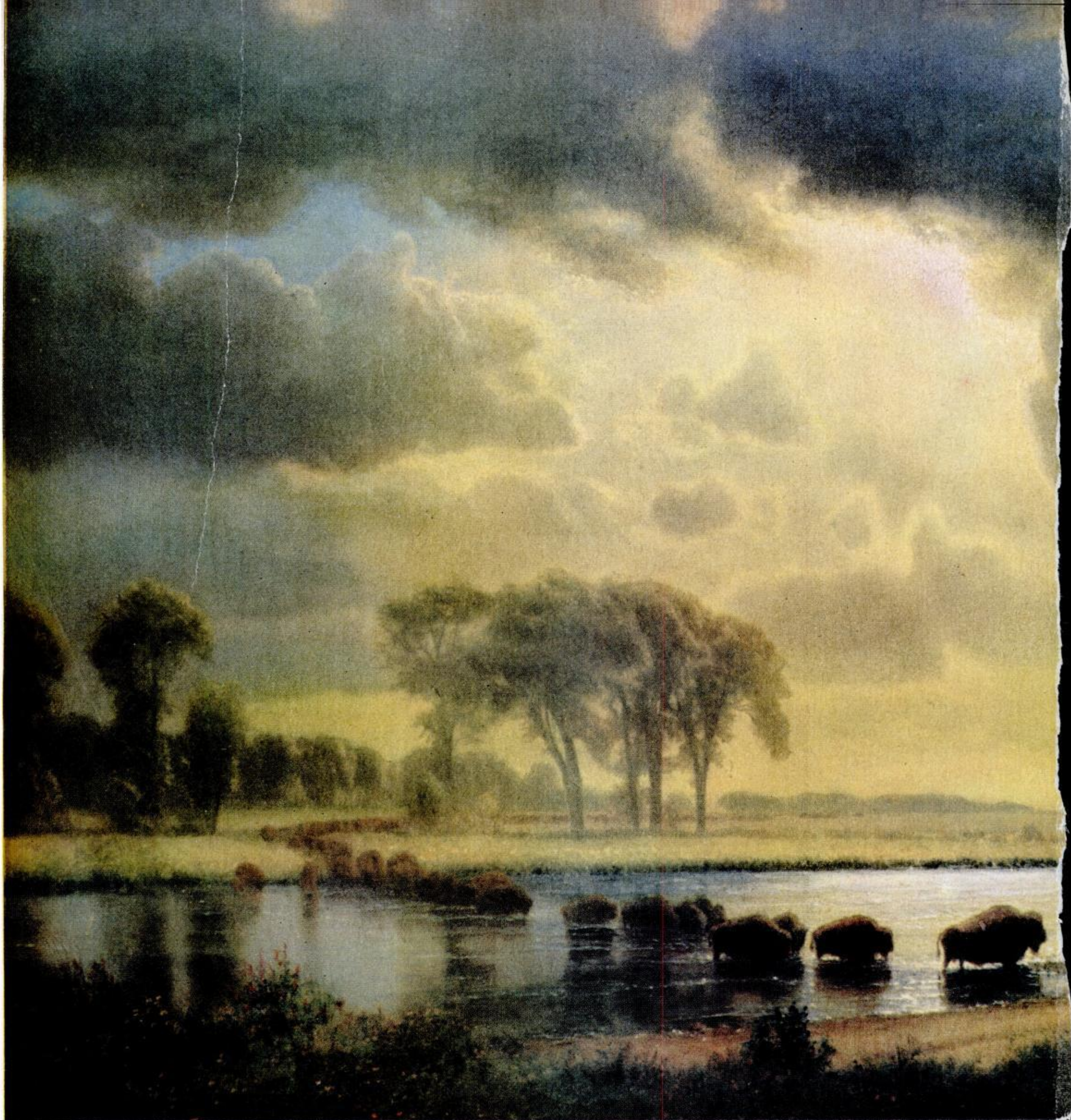
Your Hotpoint Dealer is ready to show you the 1959 Hotpoint products including new Hotpoint DISPOSALL® electric food waste disposers, and new "Magic Circle 15" Hotpoint electric WATER HEATERS . . . See him soon!

Hotpoint

(A Division of General Electric Company), Chicago 44

LOOK FOR THAT HOTPOINT DIFFERENCE





THE BROAD RIVER, THE TREES AND TALL GRASS, THE BUFFALO STRETCHING TO THE FAR HORIZON—ALL WERE PART OF THE PROMISE THAT DREW

'LIFE' PRESENTS A MAJOR NEW SERIES **HOW THE**

The truth about the winning of the West, justly celebrated in song and story as THE great American adventure, is so spectacular that its romanticization in novels, movies and television seems like anticlimactic lily-gilding.

In this issue the editors of LIFE begin a major new series, "How The West Was Won," which will tell the

stirring story with unique authenticity. It will be presented largely in the words and artistry of the men who first saw the land and did the deeds. Early artists of the West became both trail blazers and recorders of the new land (*above*). And other men, as they pushed their way westward, knew they were making history and they set it down, day by venturesome day.



BOSTON MUSEUM OF FINE ARTS

AMERICANS TO THE WEST. THE FAMOUS ALBERT BIERSTADT, RIDING WITH GOVERNMENT EXPEDITION, SKETCHED THIS SCENE ON THE PLATTE IN 1858

WEST WAS WON

"How The West Was Won," which will appear in consecutive issues of LIFE, starts on the following pages with the brave men who explored and opened the West. Next week it will tell of the present-day West's celebrations of its past. Later instalments will show the great westward migration of homesteaders, the gold rush days, the subduing of the wild frontier.

In the series, LIFE draws on rich lodes of recently uncovered paintings, diaries and journals which add new detail and color to the story—a story of explorations as daring as ever man made, of triumphs bought with courage, with pain, with human life, of the men and women who set out to see or to settle and who did not turn back from the hardships and the perils.

CONTINUED



OPENING A LAND OF DESTINY

Daring and resourceful men push into the vast western wilderness

To the new nation, already pushing to the Mississippi, the West that lay beyond the river was a limitless, beckoning wilderness whose full dimensions no man had measured, whose deepest interiors no white man had yet seen. The fur trappers, poking in from the north and east, had seen it closest and had told of it. There were the big skies, they said, that dwarfed a man and made him think of eternity. The plains stretched without end, rising toward distant mountains that were forever snow-capped. And there was thick grass and fat game, buffalo in numbers beyond belief—and so strong that one would take rifle balls faster than a man could load and yet keep on moving. There were the Indians, the trappers said: always suspicious and suspect, frequently friendly but sometimes murderous.

To this land of alluring myth the U.S. had no claim at all. But suddenly, in 1803, through the vagaries of international relations (Napoleon was in trouble and could use the money but not the land), it became the owner of the vast segment of the West called

Louisiana. The Louisiana Purchase doubled the size of the U.S. It ran from the Gulf north to wherever Canada began, and west from the Mississippi to wherever Spanish and British claims were.

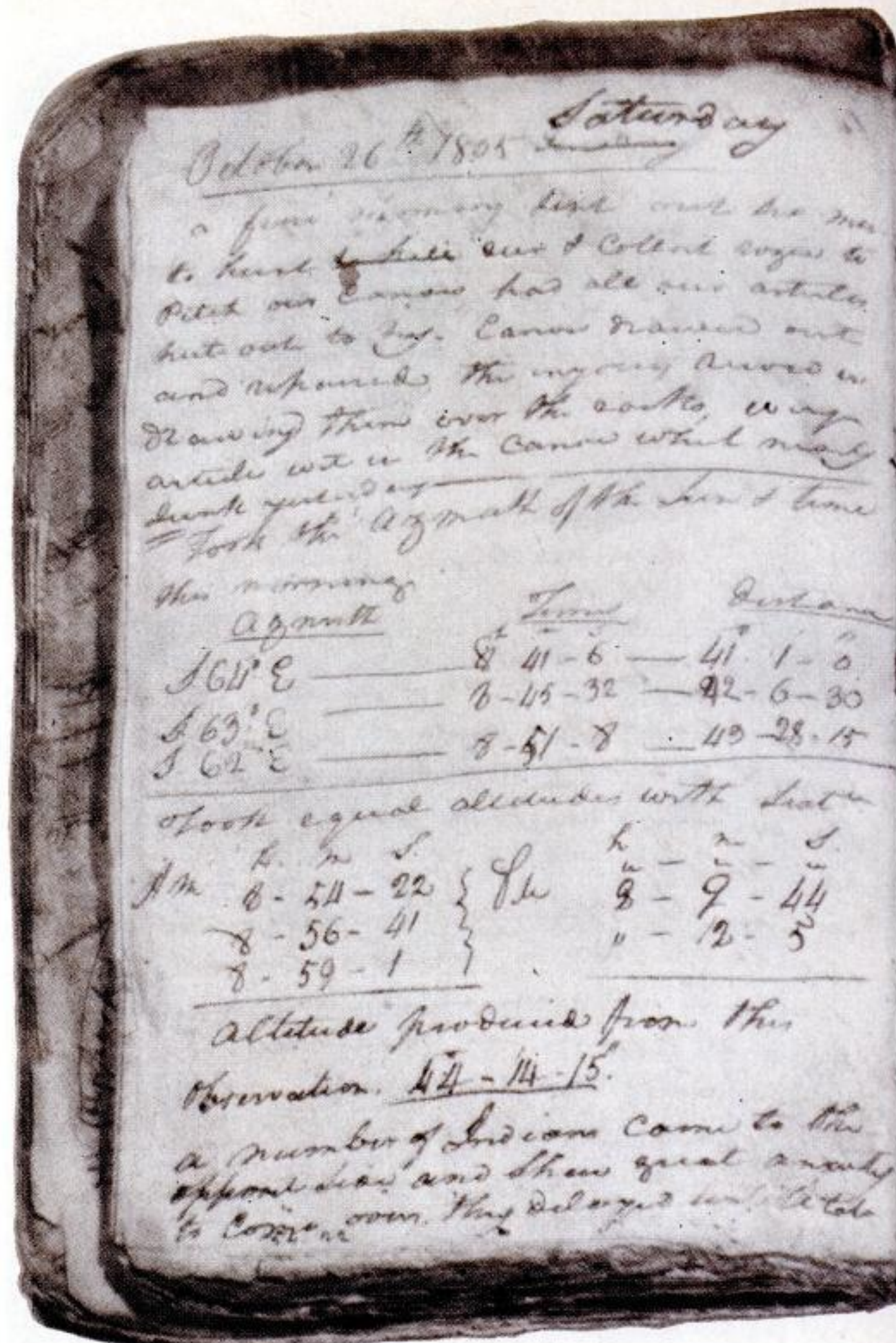
Months before the purchase had ever been thought of, President Thomas Jefferson had covertly arranged an expedition through the West, seeking a water passage to the Pacific and thus to the rich China trade. Now Lewis and Clark would be exploring what was largely American soil. When they came back from the most decisive journey their country might ever know (*next pages*), their discoveries had turned myth to reality. The game and the grass were there. The mountains were there too, but men could take their measure. And if there was no all-water passage, a route there was, overland to broad rivers that swept to the sea.

“The untransacted destiny of the American people,” a patriot was to cry, “is to subdue the continent—to rush over this vast field to the Pacific Ocean . . . to stir up the sleep of a hundred centuries.” Destiny came closer; the future was there for the taking.



← INDIAN CHIEF, Buffalo Bull's Back Fat of a Blackfoot tribe called the Blood Indians, wore full ceremonial rig as he sat for George Catlin at Fort Union in 1832. His tunic is fringed with locks of hair from enemies he scalped.

INDIAN INVASION halted German Prince Maximilian on the Missouri in 1833. Near Fort McKenzie (Montana), Gros Ventres swarmed aboard, stole all they could, then let the travelers go on. Artist Charles Bodmer recorded it.



CLARK'S DRAWING of a Columbia River salmon trout (left) decorates a page of his finished journal. There was no artist with Lewis and Clark and neither leader had the time—or talent—to make more than a few sketches.

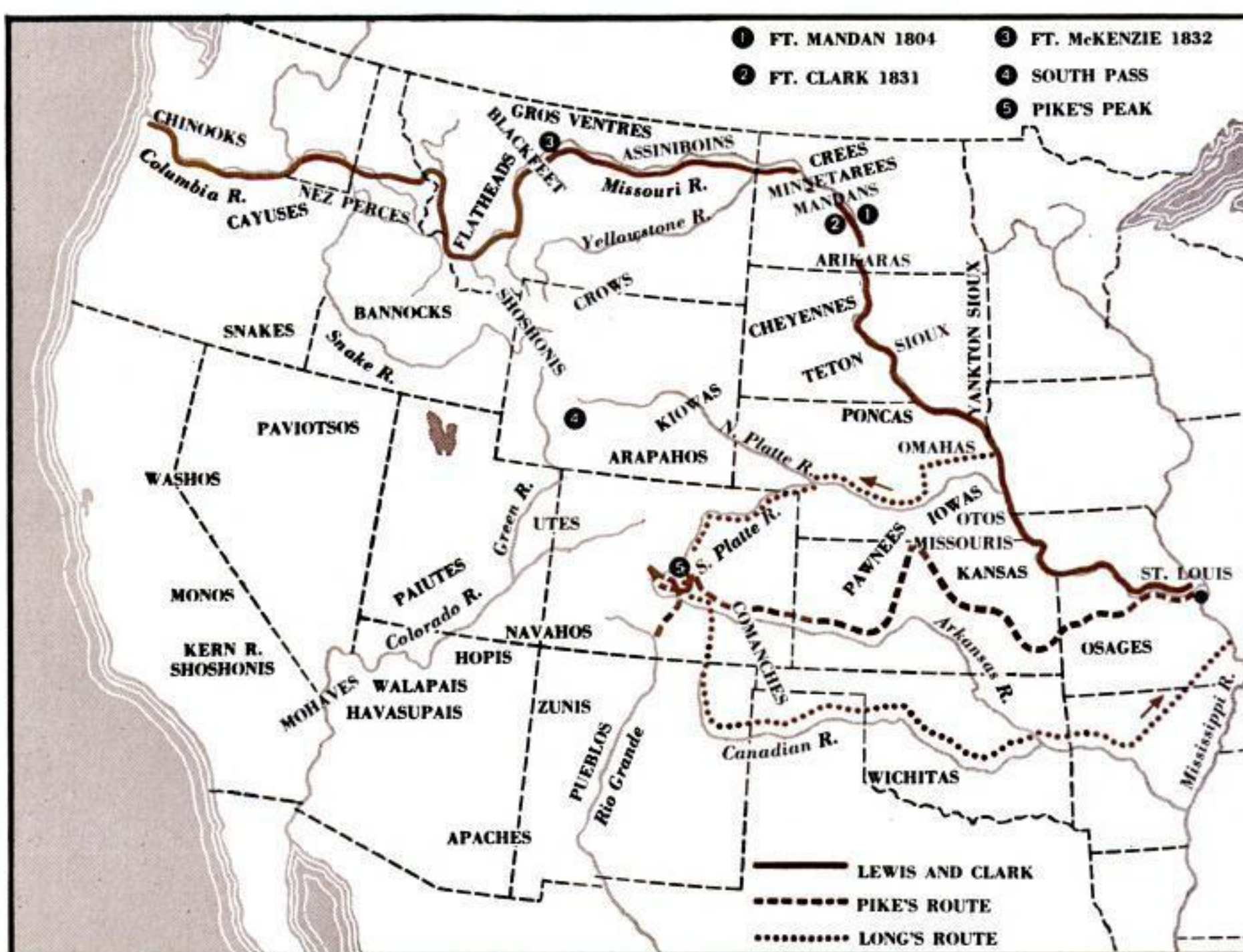


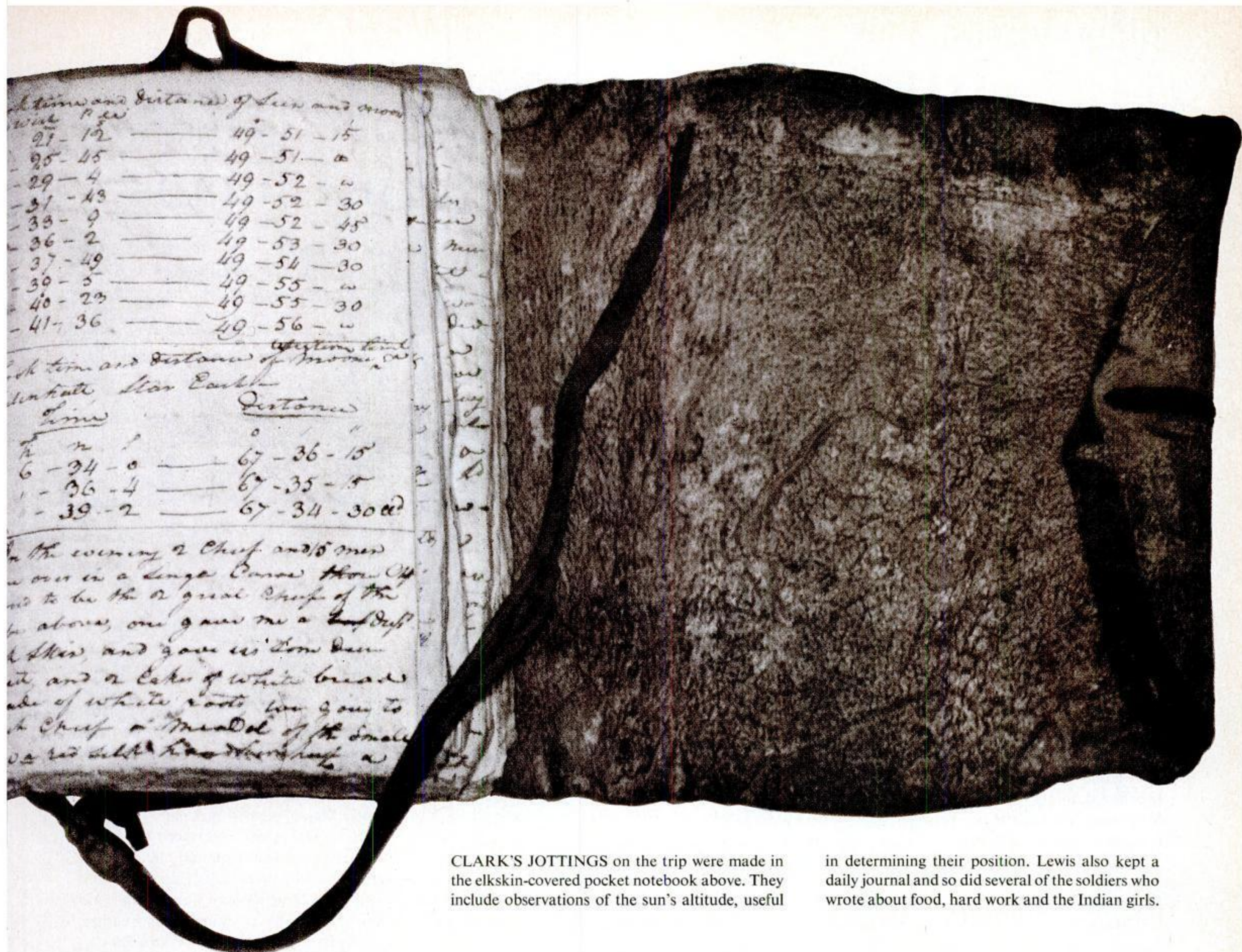
SACAGAWEA, GUIDE AND MOTHER

EXPLORERS' ROUTES

The map at right shows the routes of the leading western explorers: Lewis and Clark (opposite page), Zebulon Pike and Stephen H. Long (p. 84). Indian tribes are located in the general area they inhabited at the time. Some Indians fought the explorers but others did all they could to help. The most famous helpful Indian was Sacagawea (above) who pointed out directions to Lewis and Clark while carrying her infant son to the Pacific on her back. Through the efforts of grateful Westerners, there are now more memorials to Sacagawea than to any other American woman. This statue, by Leonard Crunelle, is on the grounds of the state capitol of North Dakota, facing west.

A First Great Adventure:





CLARK'S JOTTINGS on the trip were made in the elkskin-covered pocket notebook above. They include observations of the sun's altitude, useful

in determining their position. Lewis also kept a daily journal and so did several of the soldiers who wrote about food, hard work and the Indian girls.

Journey Overland to the Western Sea

On Nov. 7, 1805, Lieut. William Clark scribbled an excited entry in his elkskin-covered field book (above). "We are in view of the opening of the Ocean, which creates great joy," he wrote. For a year and a half Clark and Captain Meriwether Lewis had been exploring the nation's new Louisiana Purchase, and making the first American attempt to reach the Pacific Ocean by land. Their westward route covered 4,134 winding miles (see map, left), mostly through virgin wilderness.

It was rugged country where "the water friezed on the oars" as their men rowed up the Missouri River. Mosquitoes, gnats and prickly pear drove men and horses frantic. They were confronted by fearsome grizzly bears who refused to be killed by their single-shot muskets. "We had rather encounter two Indians than meet a single [grizzly] bear," wrote Lewis in his diary. Yet they found "level, fertile and beautiful" plains, and the air that blew from the mountains as "astonishingly dry and pure."

They had started from St. Louis, in May 1804, a company of 46 men with a 55-foot, iron-framed keel boat which was dragged up the Missouri River by soldiers walking along

the banks. After spending the first winter at Fort Mandan (near present-day Bismarck, N. Dak.), 30 men continued upstream in pirogues and canoes. Their most valuable companion now was a 17-year-old Indian girl, Sacagawea ("Bird-Woman"), the wife of Toussaint Charbonneau, who had been hired as an interpreter. Sacagawea came from a western band of Shoshonis but had been captured by

other Indians who sold her to her husband.

The expedition reached the Three Forks of the Missouri, far beyond any point previously visited by white men. Most of the summer was spent in a seemingly hopeless attempt to find a route through the Rocky Mountains. One day Lewis came across some Shoshoni women who led him to an Indian camp. Here, by one of the luckiest coincidences in U.S. history, the chief in charge was Sacagawea's brother.

These friendly Indians told the Americans of a route many miles to the north (through the Bitterroot valley) where a succession of westward-flowing streams would lead them down to "the great lake where the white men lived." The crisis of the expedition was now passed, thanks to Sacagawea. But there were still three months of rough going before they reached the ocean, at the mouth of the Columbia River. Here they built a fort and spent a dreary fogbound winter before starting homeward in the spring of 1806. On the eastward march they had to fight some thieving Indians (probably Blackfeet) and killed two of them. But among the explorers a sergeant who died of "a bilious colic" was the only casualty.



INDEPENDENCE HALL, PHILADELPHIA

LEADERS of the expedition were Meriwether Lewis (right), 29, a Virginia-born Army man who had once been Jefferson's secretary, and William Clark, 33, a frontier Indian fighter and brother of Revolutionary general, George Rogers Clark.

Discovery of Pike's Peak and First Look at Western Indians

While Lewis and Clark were still on their homeward journey another expedition under 27-year-old Lieut. Zebulon Pike was making the first American exploration of the great central plains. Pike and 22 men left an Army post near St. Louis in July 1806, wearing thin cotton summer uniforms. After visiting Indian villages they pushed into a little-known and virtually treeless country, where the rolling landscape seemed ever to rise, and snow filled up the hollows. November found them still riding west, shivering in the chill winds of the Colorado plateau. At 2 o'clock on Nov. 15 Pike spotted something on the far horizon that looked like "a small blue cloud." Rising in his stirrups, he stared through his telescope at the top of a spectacular, snow-covered mountain, towering above a chain of other mighty peaks. That moment of discovery was to give him a deathless fame: Pike's Peak soon became the best-known landmark in the American mountain West.

Pike's official mission was to find the source of the Arkansas River, and to map that stream and the Red River as they flowed southeast to the Mississippi. This was a vital matter to President Jefferson, who was making all possible speed to find out what he had bought in his recent Louisiana Purchase. It was generally believed, though not determined, that these two rivers and the Rocky Mountains marked the line between Spanish-held Mexico and the vast triangular western wedge of the Louisiana Territory.

When Pike first glimpsed the mountains he thought they were fairly near. But he still had 150 miles and 12 days' hard traveling to go. On the site of present-day Pueblo he stopped to build a stockade and then, with three companions, struck out on foot toward the great peak which seemed a few hours away. Three days later the little party was still clambering up the nearby Cheyenne Mountain. Here Pike found himself standing in three feet of snow, half-frozen in his cotton clothes, with no stockings, and the thermometer reading four degrees below zero. He had left his provisions at the base of Cheyenne Mountain and had not eaten for two days. But looking back at the view of the plains over which he had just traveled, he felt (as he noted later in his journal) "amply compensated for toil. . . . The unbounded prairie was overhung with clouds, which appeared like the ocean in a storm, wave piled on wave and foaming, while the sky was perfectly clear where we were."

Pike's Peak in all its ice-topped majesty loomed 12 miles to the north. But there was a deep valley between, and Pike realized that he could not get there—at least this time. "It was as high again as what we had ascended, and it would have taken a whole day's march to arrive at its base when I believe no human being could have ascended to its pinnacle," he wrote. So he and his men came down Cheyenne Mountain and "made a meal on one partridge and a piece of deer's ribs the ravens had left us."

The Royal Gorge of the Arkansas River prevented Pike from tracing the river to its source. Striking out over the Sangre de Cristo mountain range toward present-day New Mexico, he arrived at a river he assumed was the Red, and

started following it downstream. Actually he was on the Rio Grande, and deep in Spanish territory. In February 1807 he was overtaken by a large detachment of well-armed Spanish dragoons who had been sent from Santa Fé to arrest him as a spy. (Today it is known that the Spaniards were tipped off by Pike's superior officer, General James Wilkinson, Aaron Burr's friend, who was accepting Spanish bribes while in command of the American frontier.) After being treated with great correctness

by the Spaniards at Santa Fé and Chihuahua, Pike was sent back to the U.S. by way of San Antonio, which gave him a chance to collect much information about the Spanish outposts in northern Mexico and Texas. He hid some of his notes in his men's rifle barrels. But a number of his official papers were confiscated and sent to Mexico City, where they were discovered and returned to the U.S. government more than 100 years later.

In the War of 1812 Pike was brevetted brigadier general and personally led the charge which overpowered the Canadian fort at York (Toronto). Immediately after the British surrender a powder magazine exploded and a rock was blown through Pike's body. He died a few hours later on

board an American ship, his head pillowed on a captured British flag.

Pike's work in the West was continued, after the war was over, by a better-equipped expedition under Major Stephen H. Long. The Long party started from Council Bluffs, in June 1820, and traced the South Fork of the Platte River to its headwaters in the mountains. They resumed the search for the source of the Arkansas. Like Pike, they were unable to get through the Royal Gorge (near modern Canon City) and had to give it up. But three of Long's men, in ideal midsummer weather, became the first known Americans to reach the top of Pike's Peak.

Major Long and his official historian, Dr. Edwin James, thought the great plains of present-day Nebraska and Colorado would never be very useful to white men. In his published report Dr. James headed one section "Of the Great Desert at the Base of the Rocky Mountains." And Long himself insisted that "The scarcity of wood and water, almost uniformly prevalent, will prove an insuperable obstacle in the way of settling the country. The whole of this region seems peculiarly adapted as a range for buffaloes [and] wild goats. . . ." Out of this language, and some similar observations by Pike, came the phrase "The Great American Desert" which for years was

used on eastern maps to describe the region between the Missouri River and the Rockies—but the Westerners had different ideas.

Long took with him two well-equipped artists, Samuel Seymour and Titian Peale, son of the famous portrait painter. Peale made drawings of birds and animals and later did studio paintings based on what he had seen in the West. Seymour sketched, in lively colors, the earliest known pictures of western Indians in their native habitat (*opposite page*). The enthusiasm of these talented men, and the pictures they produced, inspired other artists to search for their subjects in the wide-open spaces and gave the world, for the first time, an eyewitness look at the American West.



LIEUT. ZEBULON PIKE



MAJOR STEPHEN LONG



ARTIST AT WORK, perhaps a self-portrait, was sketched by Seymour who did the paintings on the opposite page. Seymour was paid \$1.50 a day as Long's official artist. He painted 60 western scenes but few exist today.



YALE UNIVERSITY LIBRARY

PAWNEE COUNCIL, drawn by Samuel Seymour on Long's expedition in 1819, is the earliest on-the-spot picture of these fierce equestrian Indians who later became the bane of emigrant trains. Here at the expedition's encampment

they parley with American officers near what is now Council Bluffs. Earlier some Pawnees had stolen horses and guns from members of the expedition. Their chiefs returned the stolen goods and promised to whip the thieves.



ACADEMY OF NATURAL SCIENCES OF PHILADELPHIA

OTO COUNCIL was also sketched by Seymour at the expedition's winter camp on the west bank of the Missouri River. The friendly Indians presented the American officers with some handsome robes of buffalo and white wolf

skin. In return they received medals, blankets, kettles and "a small portion" of whisky. These Indians had never heard artillery before. But when the Americans fired a howitzer salute, not a single tribesman blinked his eye.

CONTINUED



ARTIST AT WORK—Catlin pictured himself painting a portrait of Four Bears, a chief of the Mandans and, said Catlin, “a high-minded and

gallant warrior.” Some of the onlookers cover mouths in awe at Catlin’s skill. Squaws cried that the portraits took some life away from the original.



MOVING, an encampment of Sioux heads across the prairie near Council Bluffs, following the buffalo herds. At a signal, Catlin wrote, 600 lodges

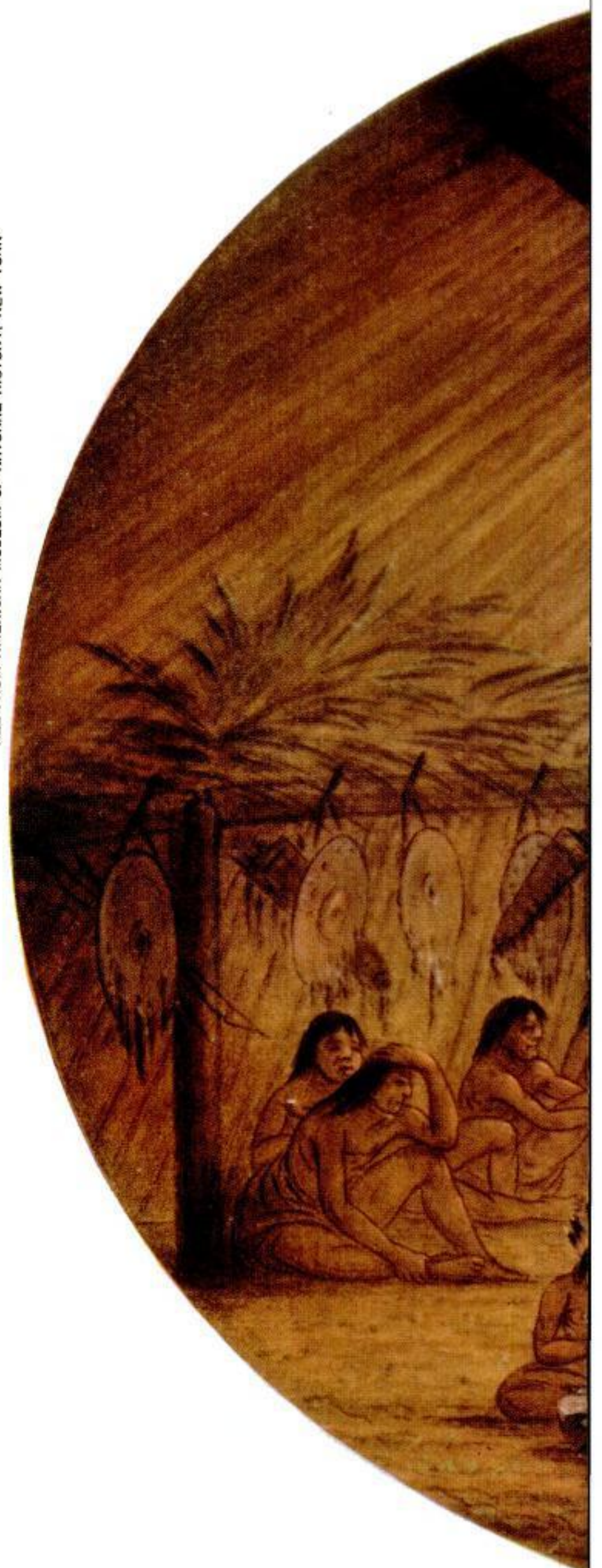
were struck, “all things packed and on the move in a very few minutes.” Goods are loaded on travois made of lodgepoles drawn by horses or dogs.



RAIN MAKER stands atop the Mandan medicine lodge and implores the Great Spirit to save the corn. Inside the earth hut, older medicine men

burn incense and pray. The rain maker, White Buffalo’s Hair, cried the lightning on his shield would draw clouds, then rain. At dusk, it rained.

ALL FROM AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK



TORTURE CEREMONY of the Mandans ended a four-day religious ritual called Okipa, which initiated the tribe’s young men to warrior status.

The People

The unknown land was becoming names and places and measured distances. Now the people of that land had to be understood and dealt with. In the U.S. there were close to half a million Indians, all probably descended from migrants who began crossing to Alaska from Asia perhaps as much as 25,000 years ago. There were hundreds of tribes and hundreds of languages and dialects and most tribes belonged to one of a half-dozen major linguistic families. The Gros Ventres of the Prairies, for



Skewered through the flesh of their chests, backs, arms and legs, they were festooned with buffalo skulls and weapons, suspended from the roof and

twirled until they passed out. They were dumped to the ground (one brave has been) until they recovered. Then they crawled to let a medicine man

chop off a finger (*right foreground*). Then at last they were dragged around until the skewers tore loose. Catlin wrote they showed no sign of pain.

of the Plains, Wandering and Primitive

instance, belonged to the same linguistic group—the Algonquian—as Pocahontas.

Most of the tribes the whites were now meeting had been pushed onto the plains from the north and east only within recent generations. Having acquired guns and horses, they had been able to develop a new nomadic kind of life, following and living off the buffalo herds, occasionally bartering for corn with the few sedentary tribes which farmed. The tribes did their wandering within fairly well-defined

areas. The powerful Blackfeet held sway over 140,000 square miles that stretched from Montana into Canada.

The Mandans were one of the non-nomadic tribes. They lived in fortified villages along the upper Missouri, built earthen dwellings, farmed their land and welcomed the white men. Lewis and Clark had wintered with them, and in 1832 another white man came to visit. He was George Catlin, a Pennsylvania painter traveling through the West. His ability to

create likenesses on paper first put him in jeopardy with the tribe. But he did some fast talking and was proclaimed a great medicine man. He thus achieved a rare entree to the Mandans' most sacred ceremony (*above*), which no other white man ever painted.

Within five years of Catlin's visit, the white man's most deadly scourge—smallpox—had wiped out all but a hundred of the Mandans. But his paintings gave the East its first understanding of the Plains Indians in natural state.

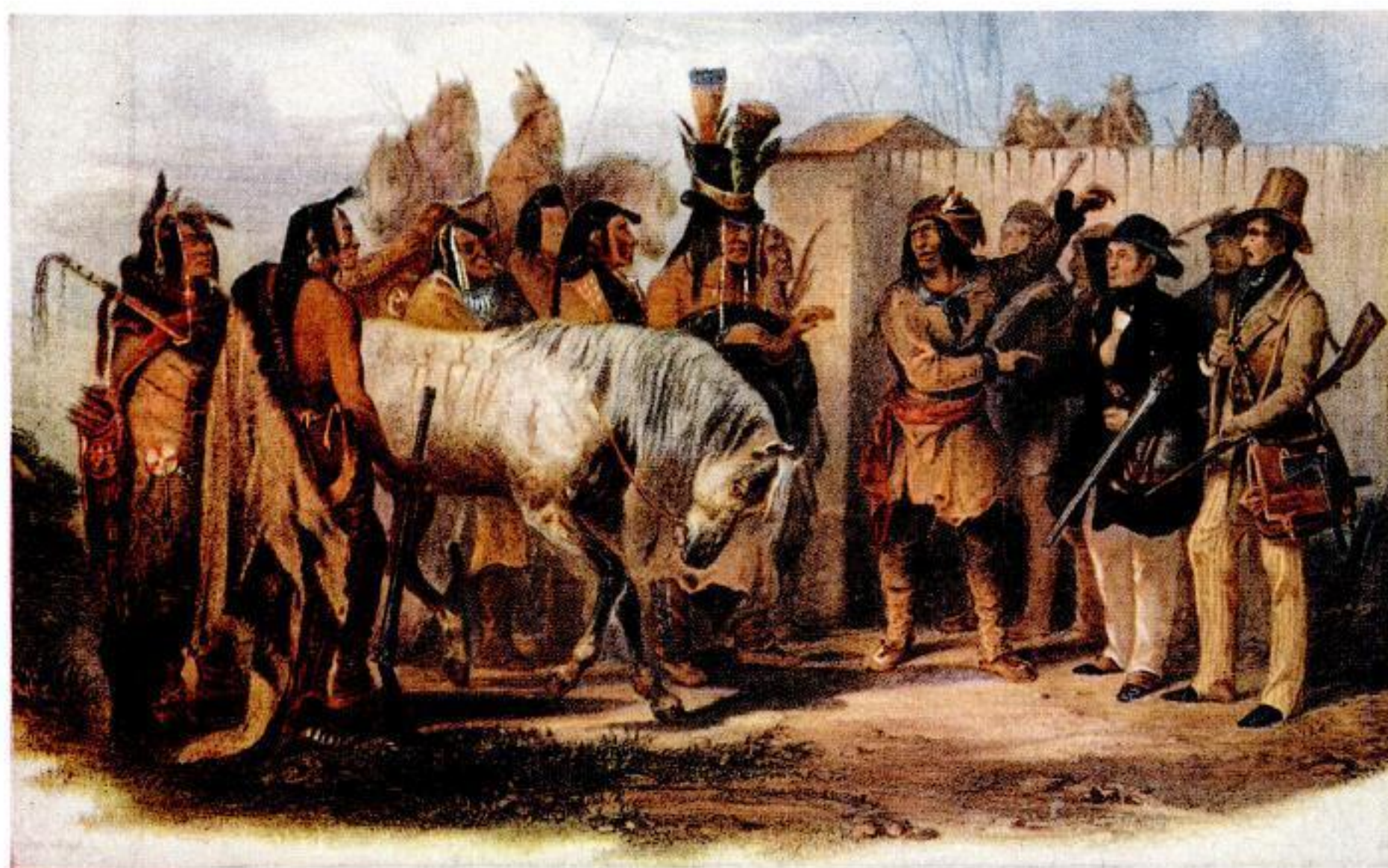
CONTINUED



MASSACRE of sleeping Blackfeet took place as Prince Maximilian and Bodmer watched from Fort McKenzie. "We were awakened by musket-shot," Maximilian reported, "on which we arose in haste and loaded our fowling-pieces with ball."

The Blackfeet were snoring off a night's revelry when, at dawn, 600 Assiniboin and Crees launched a surprise attack. Forty Blackfeet and six Assiniboin were killed, and Bodmer had the best eye-witness scene of Indian warfare ever painted.

Sudden Savagery and Solemn Worship



INTRODUCTION of Bodmer (right) and Prince Maximilian to some Minnetaree Indians at Fort Clark is made by their interpreter, Toussaint

Charbonneau. The encounter turned tense when a young warrior tried to seize the compass Maximilian wore around his neck. The prince held on to it.

Most of the Plains tribes were forever warring—contesting for rich hunting grounds, stealing horses and guns, often simply avenging earlier thefts and defeats. On a morning in August 1833, Assiniboin fell upon a sleeping encampment of their old rivals, the Blackfeet. The bloody battle has come down in history because it was witnessed by Artist Charles Bodmer who was traveling through the West as illustrator for Prince Maximilian of Prussia, an explorer and amateur naturalist.

Like George Catlin, Bodmer and the prince spent weeks with the Mandans. The tribe had perhaps the most complex culture of any on the plains, with an ordered village life and an elaborate religion, whose rituals were copied by other tribes. Their religious zeal could produce the brutal initiation ceremony Catlin witnessed. But it also, as Bodmer found, produced moments of somber dignity (*opposite page*).

PRAYING, a Mandan Indian wails before offering of furs and cloth. At right is the village, at left platforms on which Mandans placed their dead.



CONTINUED

SELF-PORTRAIT of Alfred Jacob Miller was done in Baltimore when the artist was about 40, several years after he accompanied Captain William Drummond Stewart of Scotland to the fur-traders' 1837 rendezvous.



COURTESY L. VERNON MILLER

Trappers to Tame the Mountains

What lured men west was sometimes a love of adventure, sometimes a compulsion to get out where a man could still breathe free. But always there were the dreams of wealth. From the earliest days of French exploration wealth had meant furs. Now, in one brief period, it was to be the fur-trappers who accomplished the explorations of the mountain West, who made feasible the massive westering that would soon come.

In 1822, William Ashley, founding what became the Rocky Mountain Fur Company, sent men up the Missouri to the Yellowstone River country. The Blackfeet and Arikaras, whose domain it was, set up a fearful harassment of the invaders. At that—in a move that accelerated the course of history—Ashley ordered the trappers south across the Rockies to the less hostile country of Wyoming. En route, his men discovered South Pass, which would later become part of the Oregon Trail. Ashley told his men to rendezvous on the Green River after a year's trapping. There he would meet them with a caravan of supplies brought overland.

So, in July 1825, was born the annual rendezvous—a lusty, brawling, hard-drinking, wenching encampment of *engagés* or company men, free trappers and Indians come to trade furs for goods fetched from St. Louis.

In 1832 the great power in the fur trade, John Jacob Astor's American Fur Company, invaded the rendezvous with a caravan of its own and set up a fierce competition for furs and for men. Within three years American had won, establishing a virtual monopoly on the mountain trade.

To the rendezvous in 1837 came a remarkable spectator, Captain William Drummond Stewart, a Scottish nobleman and a veteran of Waterloo, fascinated by the mountain life. He had been at four previous rendezvous and so impressed the fur men that he had been made a subleader of this year's caravan. He had with him a 27-year-old Baltimore artist, Alfred Jacob Miller, who was to make sketches of the area in preparation for huge oils Stewart wanted painted for his ancestral home in Scotland.

In vivid, quickly done but magnificently detailed water colors, Miller put it all down—the half-mile-long caravan creaking across the prairies, crossing the Platte, assembled in rendezvous. The mountain men were a strange breed. They spent the long months mostly alone, fighting savage cold, hunger and hostile Indians, wading icy streams to set traps. If a trapper survived, it was by being more an Indian than the Indians, and if he was lucky, he ended with a passel of furs that might meet the debt he forever seemed to owe the company. Washing away the winter's hardship and loneliness in a long, glorious bust at the rendezvous, he could then, outfitted and broke, start out again.

Then, as suddenly as it had begun, the mountain fur trade was over. By 1840, the year of the last rendezvous, the country was trapped out; the beaver hat went out of style and the market was gone. The mountain men, some of them, settled down with their Indian in-laws. But many others, including the best of them, would now use their superb, hard-won knowledge of the mountains to guide the settlers' wagons westward.





EN ROUTE to the rendezvous, the American Fur Company caravan, 150 men and 20 wagons stretching a half mile, wends its way

across the prairie. Astride a white horse in the center is Captain Stewart and at left are some of the Delaware Indians employed by the company.



BULL-BOATS, so-called because they were made by stretching buffalo hides over wagon frames, help caravan cross Platte en route to rendezvous.



THREE COURTESY MRS. CLYDE PORTER

BUTCHERING a buffalo, one of the hunters aims for the choicest cut, the hump rib: "Most glorious of all mountain morsels," Miller called it.

CONTINUED



THE RENDEZVOUS of 1837 sprawls over the Green River flats near the western slopes of the Wind River Mountains in what now is Wyoming. Dotting the prairie are the tepees of Indians who have come, like the

white trappers, to trade their furs for the goods—whisky, guns and powder, coffee and clothes—brought by the caravan. In the center, a quirt in his upraised hand, is Captain Stewart astride a white horse.



ALL COURTESY MRS. CLYDE PORTER

TALL TALES were told around the campfire. Here a trapper recollects a friend who, armed only with a tomahawk, took after a bear, was scalped by the bear but lived. Stewart told of his European war days.

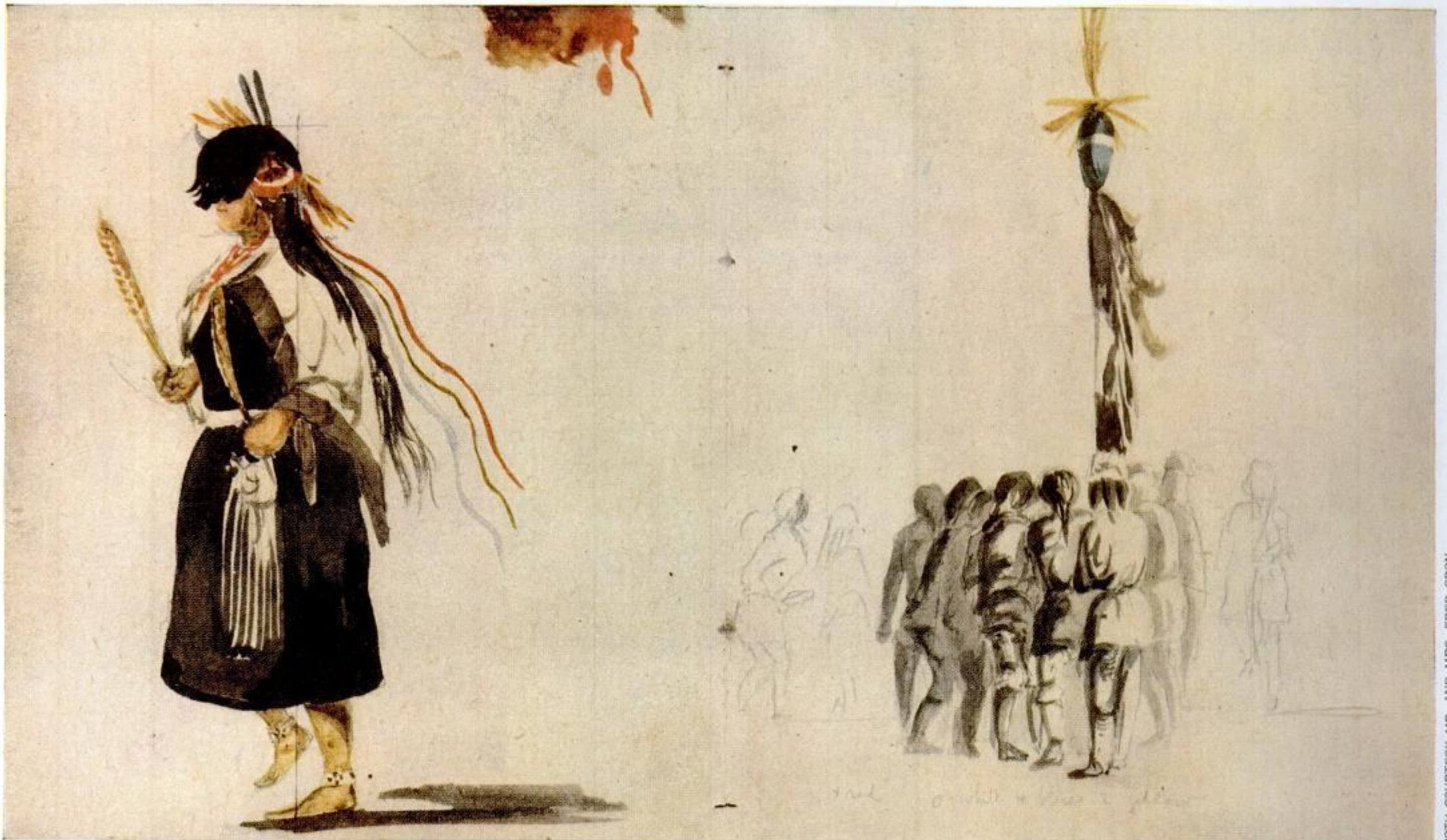
BUYING A BRIDE at the rendezvous, a trapper—in a sentimental version by Miller—shyly holds her hand after arranging payment to her father. Another trapper and the chief, with peace pipe, oversee the deal.





DOOMED EXPLORERS cut up a carcass (*above*) while mule packs are stacked at right, in newly found drawing made by Edward or Richard Kern Nov. 4, 1848. Weeks later several of these men perished in mountain snows.

DANCING ZUNIS of New Mexico (*below*) were sketched by Richard Kern on army expedition to the Colorado River in 1852. Richard usually drew people and scenery while Edward specialized in topography and map making.



BOTH COURTESY MR. AND MRS. FRED CRON



INDIAN PUEBLO OF JEMEZ, NEAR SANTA FE, WAS SKETCHED BY RICHARD KERN DURING 1849 ARMY EXPEDITION INTO THE NAVAJO COUNTRY

Exciting New Discovery in the West's Art and History

THE early western sketches shown on these pages—and which LIFE here publishes for the first time—are part of an important new historical find. With other drawings and manuscripts which were discovered at the same time, they fill in the story of three Philadelphia brothers who all had romantic careers in exploring the early West. Artist Richard Kern and Physician Benjamin Kern (*below*) were killed by Indians, at different times, in remote corners of Utah and Colorado. Edward Kern, an artist and topographer, was with John Charles Frémont on two expeditions and commanded Fort Sutter during the Mexican War. Kern County and Kern River in California were named for him.

All three brothers were together on Frémont's ill-fated fourth expedition which was trapped in deep snow in the San Juan mountains in December 1848. Eleven men died of cold and starvation but the Kerns and 19 other survivors staggered into Taos after terrible suffering. The water color at top of the opposite page is the only finished eyewitness picture

of members of this expedition, shown at dusk on the very day when they encountered their first blizzard.

Benjamin Kern was slain by a Ute war party when he went back to the mountains to recover the expedition's records, which had been cached in some rocks. Richard Kern died in an ambush in 1853, while surveying routes for a railroad to the Pacific. Edward continued as a government artist until the Civil War. In 1863 he died in bed, aged 40.

After Edward's death two boxes of papers relating to the brothers were stored and long forgotten in the cellar of a country hotel at Dingman's Ferry, Pa. Last year Mr. and Mrs. Fred Cron, who bought the hotel in 1941, went down to the cellar to move the boxes out of the way of a plumber. As they emptied the contents they realized that they had uncovered a treasure trove of history, including western sketches and Edward Kern's manuscript account of an early journey to California (Frémont's 1845-46 expedition) which is printed on the following pages.



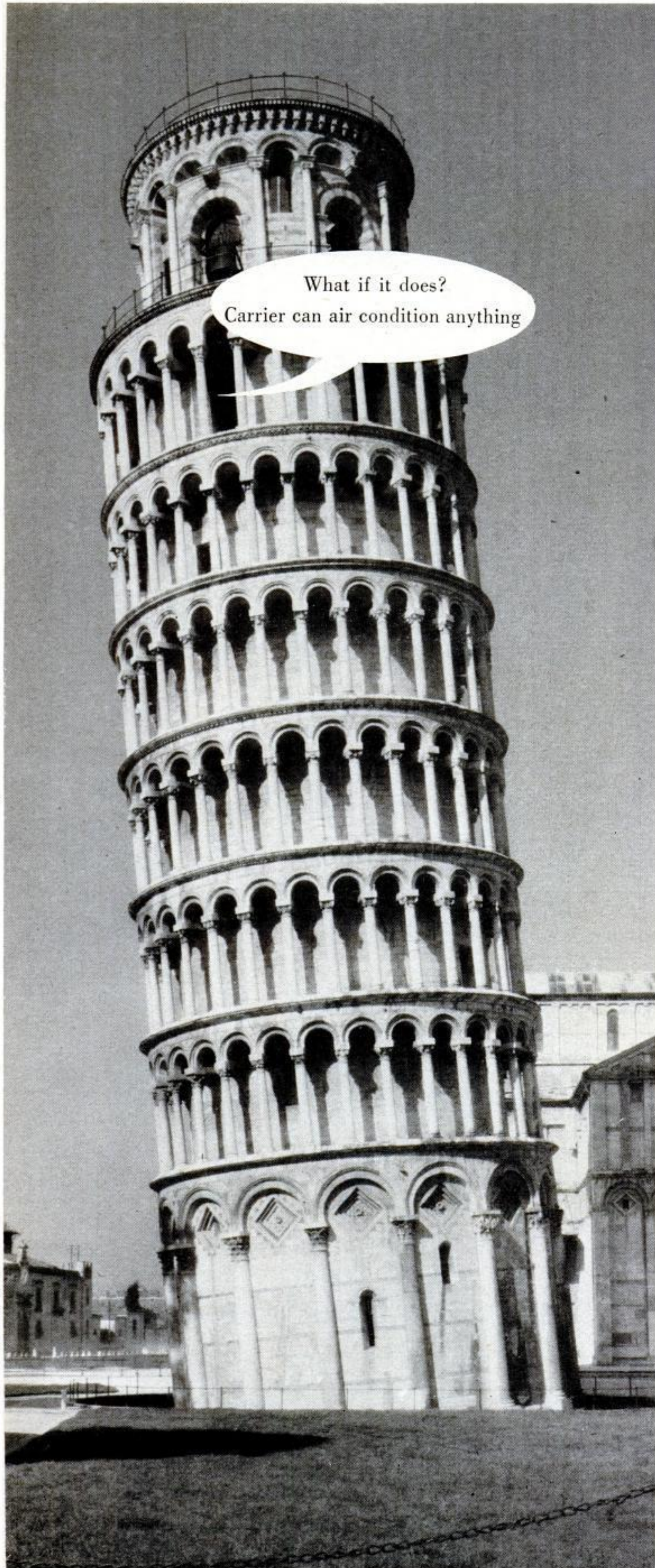
EDWARD KERN



DR. BENJAMIN KERN



RICHARD KERN



BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE



JOURNEY'S START is recorded on first page of Edward Kern's journal with a sketch of the take-off point, Bent's Fort. This trading post on the Arkansas River was a favorite trappers' rendezvous.

Artist's Journal of a Pioneer Trip

THIS newly discovered journal is a record made by Edward Kern of an 1845-46 expedition from Colorado to California led by Captain John Charles Frémont. Kern, then 22, was official topographer and became second in command of a force of 60 men which included such famous frontiersmen as Kit Carson, Dick Owens, Joe Walker and Alexis Godey. Frémont's official mission was to explore hitherto unknown routes to California. His unofficial purpose was to help stir up a revolt against Mexico (on arriving, he did take part in the "Bear Flag" revolt of 1846). As expedition artist, Kern made the sketches which here illustrate excerpts from his journal.

AUGUST 25TH. We travelled through a somewhat broken country, camping at Hardscrabble, another settlement. . . . Here we met with Bill Williams, one of the oldest and best trappers in the mountains. He made his first appearance mounted bare backed on an old mare. . . . He was bare headed, and his yellowish hair stuck out in every direction, his shirt was flying loose, disdaining to be confined within his greasy leather pantaloons, which from lack of material or from age, had shrunk till they nearly reached his knees. . . . His face was spotted and streaked with vermillion in true Indian style. He has a squaw with him, a young fat Mohave girl, and like all that have these women, he is extremely jealous of her copper colored charms. . . .

His early life had been spent among the frontier settlements, where thinking that the people were not sufficiently inclined to Godliness, he undertook to preach and enlighten them. Growing tired of "gouging" as he called it, and having had a quarrel with a man, whom he shot in the arm, he left the settlement to follow the vocation he is now engaged in. . . . His adventures have been many and curious, and not always what would be called strictly honest, in some communities, though here, they pass for excellent jokes. The greatest "coup" he ever counted, was stealing about 4,000 horses and mares from the missions and farms in California. He commanded the party. . . . Owing to their having to travel fast and through a bad country, many of their animals died, and Bill sold his share of what remained to the Bents for 4 or 5 gallons of whiskey. . . .

AUGUST 28TH. . . . We passed through a beautiful country heavily grown with Pine and Currant bushes. . . . The hunters brought in some of the Big Horn, or Mountain Sheep, the meat is excellent. SEPTEMBER 2D. We found today in the little valley of our camp several bands of Buffalo, as this would be our last chance at them, we made it good. . . .

SEPTEMBER 8TH. The road today has been extremely rough and broken. At one place Talbot and myself being considerably behind came to where the trail turned suddenly back, on account of high bluffs, down

CONTINUED



**MORE VERSATILITY AND GOOD TASTE
PER DOLLAR THAN ANY OTHER CAR**

THE **LARK** *PLAY WAGON BY STUDEBAKER*

Fun-wagon, work-horse and family social car all wrapped into one. A park'n'pick-up stop-and-shopper that turns around easily, slips into small spaces, laughs at traffic. Far shorter outside than conventional wagons, yet carries vacation-size loads or eight happy people (with optional hide-away rear-facing seat). Gives marathon mileage on regular gas; cuts insurance, repair and upkeep costs. So beautifully engineered, it perfectly balances spirited performance with steady-pull stamina (in either the six or V-8). And so smartly styled, it opens eyes at the country club (fashion-approved by Harper's Bazaar).

WHAT MORE DO YOU WANT WHERE ELSE CAN YOU GET IT FOR SO LITTLE? Drive The Lark Play Wagon at your Studebaker Dealer's today. It's the one you've been wanting.

Other models—2-Door Sedan, 4-Door Sedan, Hardtop. Automatic transmission optional on all models.



NOW—A MEAL THAT SHOUTS

MEAT, MEAT, MEAT TO YOUR DOG!



NEW!

NEW MEAT RED KEN-L-MEAL

**Real meat meal, carefully
blended with other good
things, gives it**

meat flavor

meat aroma

meat red color

**plus protein and energy
in every bite!**

Meat! You know how dogs love it. Now, here's a completely *balanced* dinner your dog will love as much as meat itself!

It's got the wonderful taste of meat. It's got meat aroma. A succulent, satisfying, come-and-get-it smell. It's got meat red color. The color of good fresh hamburger.

It's better than meat alone because it contains more nutrients than meat alone provides. Protein and energy in every bite. It's a blending of all the nutrients, vitamins, minerals that dogs are known to need—in one wonderful dog food. New Meat Red Ken-L-Meal . . . he'll never want anything else.

GUARANTEE—We guarantee your money back with a smile if you're not satisfied. Simply send bottom of Ken-L-Meal package to Ken-L-Products, Box 6015, Chicago 80, Illinois.



In 3, 5, 10 and 20-lb. sizes!

THE WEST CONTINUED

which it was impossible for a pack animal to go. We looked and could see camp on the other side of the river; and though dangerous, we determined to descend here. . . . Getting off our mules and leading them to the edge of the precipice, got them, after some little trouble to make the first jump; this done, by sliding, jumping and pulling we reached the bottom. . . .

OCTOBER 5TH. At 7:45 we were again in saddle. The morning was cool and refreshing. The bold outline

and the grass of a salty nature, gives but poor food to our animals. . . .

OCTOBER 31ST. Along the ridge, over broken and Sterile country for 12 miles, when we struck a level plain and an Old Wagon Trail. This was the sign of an old party who had attempted to cross the Desert. Saving themselves they like many more were obliged to throw away their effects, and return. . . . We made 24 miles.

NOVEMBER 1ST. 7 miles. Camped on the slope of a



GREAT SALT LAKE was almost unknown when Edward Kern mapped it in 1845. The expedition camped near the lake while Frémont explored it

by boat and found antelope living on one of its islands. The line running north and west from Utah Lake (bottom right) is expedition's route.

of the Mountains grown with lofty pines and groves of Aspen, dimmed slightly by the morning mists, giving to the whole a beautiful bluish tint, set off well by the brighter greens of the Valley timber and grass, sparkling with the morning dew drops. . . . I obtained several sketches today. . . .

OCTOBER 11TH. We have now fairly entered the Great Basin lying between the Rocky and California Mountains. Our labors are now in an almost entirely new field as the country is but little known even to the Trappers. . . .

OCTOBER 13TH. Our camp is within 3 or 4 miles of the Great [Salt] Lake. . . . Along the borders of it are thick incrustations of the most beautiful Salt, and the small bushes blown by the winds into its waters are surrounded by the most beautiful saline chrysalizations of an inch in diameter. . . .

OCTOBER 21ST. Vegetation is becoming more spare

mountain of the same ridge as yesterday. There was no water save in some holes, and that only to be procured by digging. Our mules had had none the night previous. . . . It was with difficulty they could be kept out of the holes, until a supply could be procured for them, and dealt out in buckets. . . .

NOVEMBER 5TH. Today we parted company, the Captain [Frémont] passing to the southward with a small party to examine the great basin.

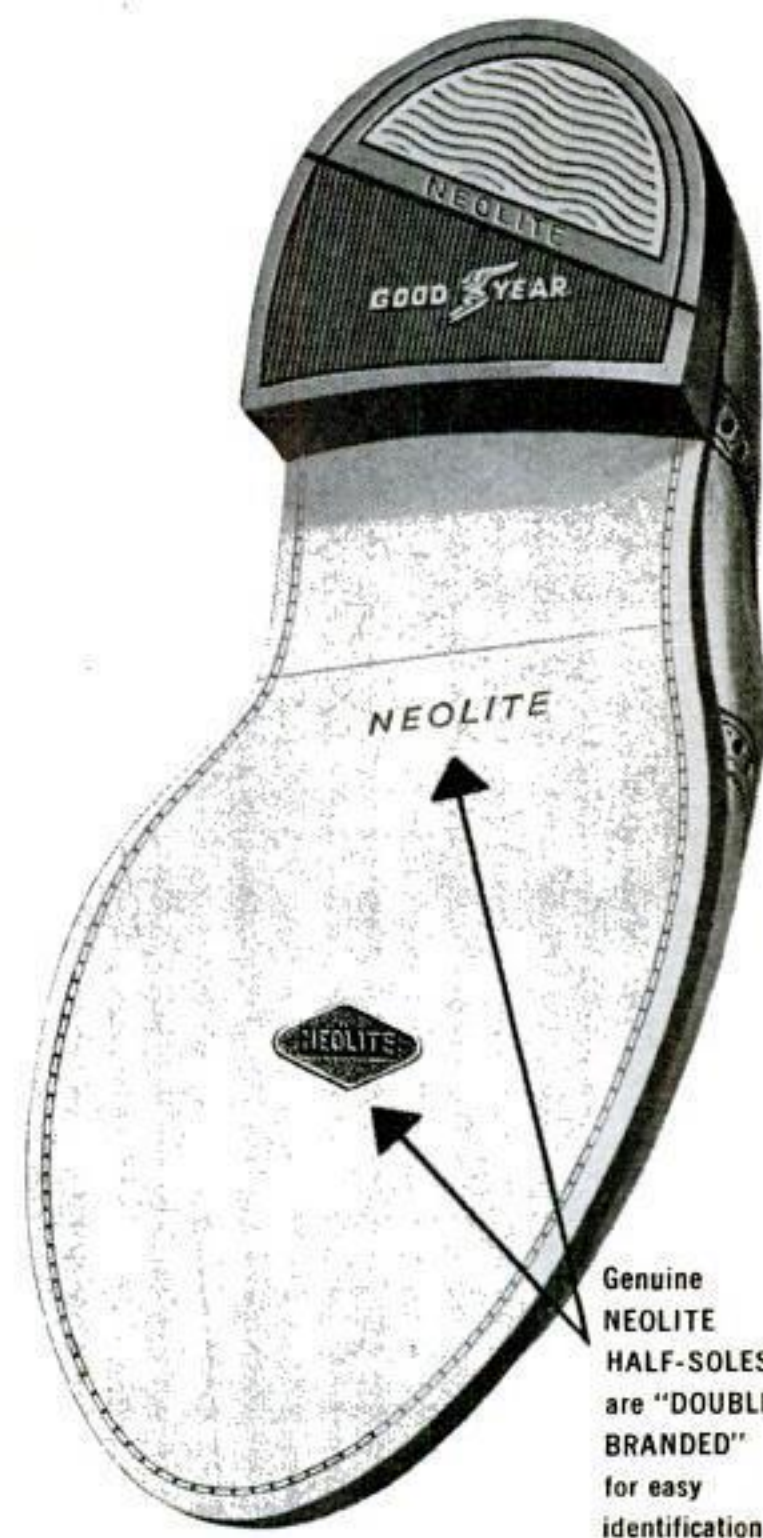
NOVEMBER 6TH. Owing to a severe snow storm we were obliged to remain in camp; we had no timber but a few green Cedars, so fires are not abundant.

NOVEMBER 7TH. We commenced our ascent by a steep and rocky road. The snow was falling lightly when we started, but before we reached the summit we were nearly blinded by the storm. A short descent brought us into a pleasant valley, well watered and timbered with Aspen and Cotton Wood. . . .

CONTINUED

"I'm your
Shoe Repairman's
best helper!"

says MR. NEOLITE



NEOLITE*
SOLES and HEELS

help shoes look better, walk
better, wear better—help keep
the family shoe bills down!

*MADE ONLY BY

GOOD YEAR

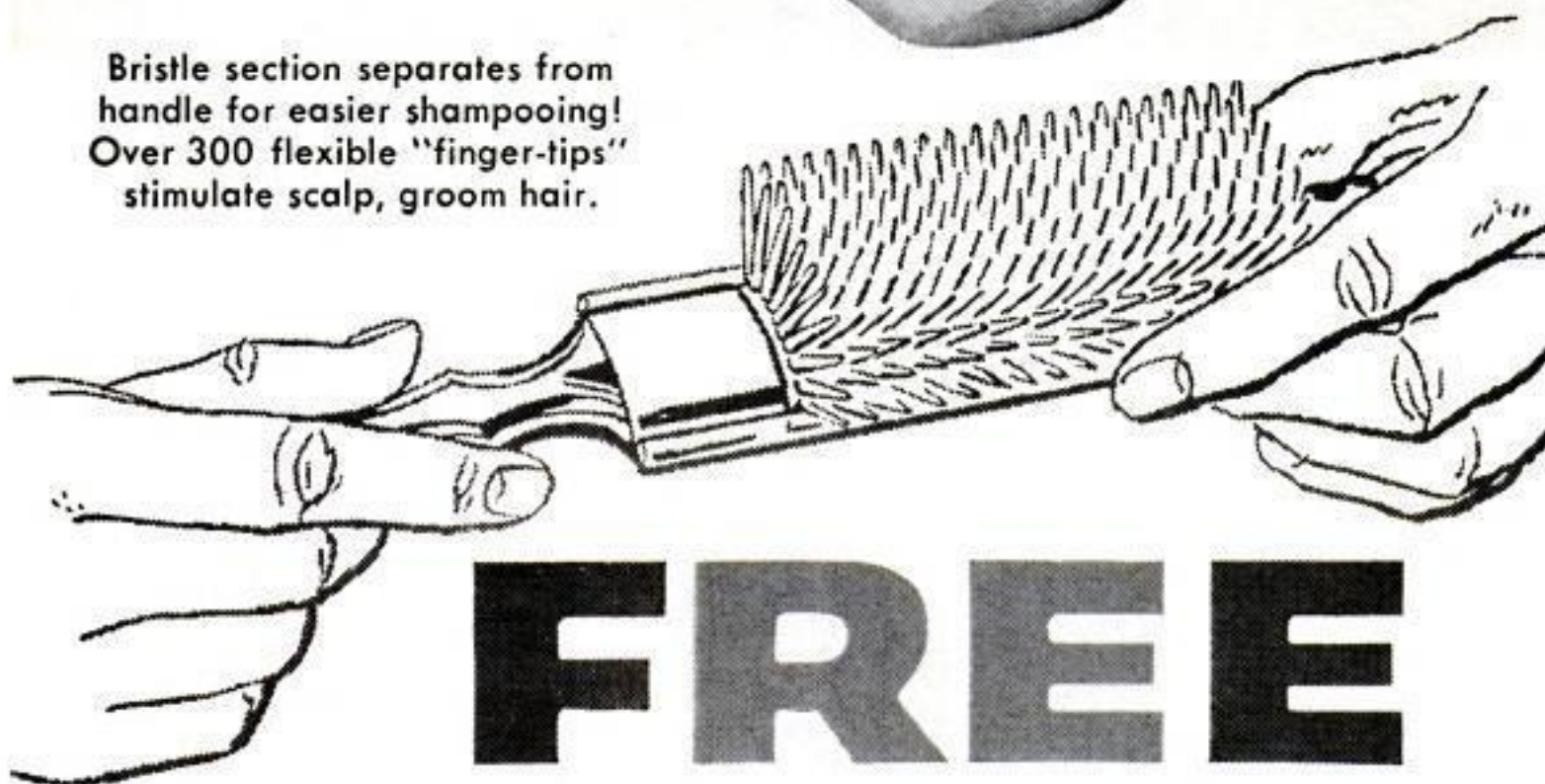


Watch
GOODYEAR THEATER
on TV—every other
Monday evening

NEOLITE, AN ELASTOMER-RESIN BLEND, T. M.—
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



Bristle section separates from handle for easier shampooing! Over 300 flexible "finger-tips" stimulate scalp, groom hair.



FREE

VALUABLE DUAL PURPOSE HAIR and SHAMPOO BRUSH

with purchase of regular 79c

JERIS

ANTISEPTIC HAIR TONIC

What a wonderful combination! Try the Jeris "30-Second Way" to healthier scalp and handsomer hair...get this wonderful new hair and shampoo brush free!

Jeris kills dandruff germs, removes loose dandruff! Every day, massage your scalp vigorously for 30 seconds with Jeris... the famous *Antiseptic Hair Tonic*, scientifically compounded to kill germs often associated with cases of infectious dandruff. Feel its cooling, stimulating action—never greasy or sticky! Your scalp is cleaner, freed from messy loose dandruff. Your hair is neater, *naturally* handsomer.



Jeris is good for your hair...good for the whole family. Get some today, and take advantage of the free brush offer. Look for this combination package at drug stores and toilet goods counters everywhere.

Jeris...the original 30-second way to healthier scalp and handsomer hair.

THE WEST CONTINUED

NOVEMBER 9TH. . . Met today several Sho-sho-ni Indians, who report 3 separate parties of Emigrants having passed this fall.

NOVEMBER 23RD. We arrived at the [Humboldt] Sink or Lake. This Lake is about 8 mis long and about 2 in width. It is a marsh overgrown with bulrushes at the upper end. . . Immense numbers of



INDIAN DRAWINGS on a cottonwood tree were copied by Edward Kern in California in 1846. Drawings show hunters lassoing elk and bear. Nearby, Kern's party killed a grizzly bear and had a feast.

Ducks and Geese inhabit this region, rising from the ground in large flocks, with a noise like distant thunder. The small gray ducks and geese are of excellent flavor. . .

NOVEMBER 24TH. Nothing can appear worse than the surrounding country—the bright glare of the white sand, relieved only by the rugged distant mountains, devoid of animal and vegetable life. . .

NOVEMBER 28TH. We rejoined Capt. Frémont at our place of rendezvous, Walkers Lake. He had arrived 4 days ahead of us, having travelled over a mountainous country, finding in his route plenty of grass, water, Game and Indians, the latter very wild. . . The River of this lake is a fair bold stream 30 to 40 ft wide with considerable current—densely timbered with fine large Cotton Wood, and a luxuriant growth of grass, wild peas and rushes. We had anticipated a glorious feast of fish . . . by the glowing descriptions given to us by Walker of the immense quantities of the finest Salmon Trout found here. But we were doomed to disappointment, the season being over. . .

Tomorrow Capt. Frémont leaves us again, to take across his old route of 1843 [over the Sierra Nevadas] while we will cross further to the south, falling on the Rio Reyes, there to await his arrival with a fresh supply of provisions. . .

DECEMBER 8TH. The Indians [here] are of a much lower grade than any I have yet seen. They are however very friendly. They showed us some very pretty decoy ducks, made of the skin of that bird neatly stretched over a bulrush float. . . They rarely make large campfires, like the whites; they say with a large fire, one cannot approach it without burning one part while the rest of his body is freezing—but with a few sticks one can sit over it, and get its whole warmth. . . Here I made my first essay at horse meat. Throwing aside all my antipathies, I dove into it heartily. . . As it was quantity and not quality my stomach craved, I enjoyed the meal amazingly. . .

DECEMBER 12TH. We obtained a splendid view of the whole range of the great Sierra Nevada. . . East of us mountain rises above mountain as far as we can see, we appear to be in a perfect labyrinth. Descending by a desperate road we reached toward evening [a clearing].

CONTINUED



THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION



Blue Bell, Inc., Empire State Bldg., New York, N.Y.

The Dougherty family—Joan, Carol, Susan, Meg and Mrs. Dougherty—Princeton, N.J.

THE WHOLE FAMILY LEANS ON BLUE BELL CLOTHES Pretty pair-ups go to all lengths. Pedal-pushers, Jamaicas, cuffed shorts, other styles, too—tailored for the trimmest fit ever. Summer's bright cottons—washable, crease-resistant—mean good looks, long wear, easy care for Mom and the girls. Shorts, pedal-pushers, 98c to \$3.98; blouses, 98c to \$1.98. So much for so little.

BLUE BELL CLOTHES for all the family

WON'T FALL APART...EVEN WITH BUTTERY LOBSTER




This is it! The paper napkin most like linen!

Gleaming like linen on your table—

double-thick Scotkins® protect like linen, too!

There's no shredding, no using two or three

... even with the butteriest foods. Just one Scotkin stays linen-strong all meal long.

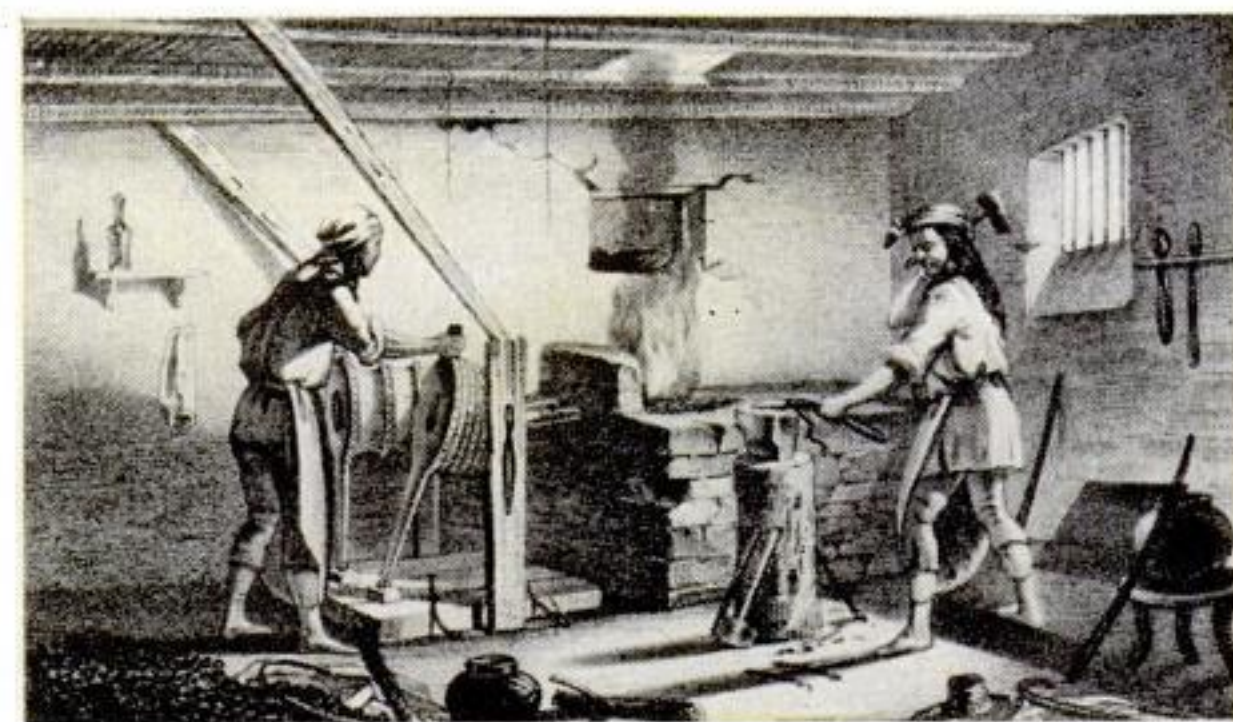
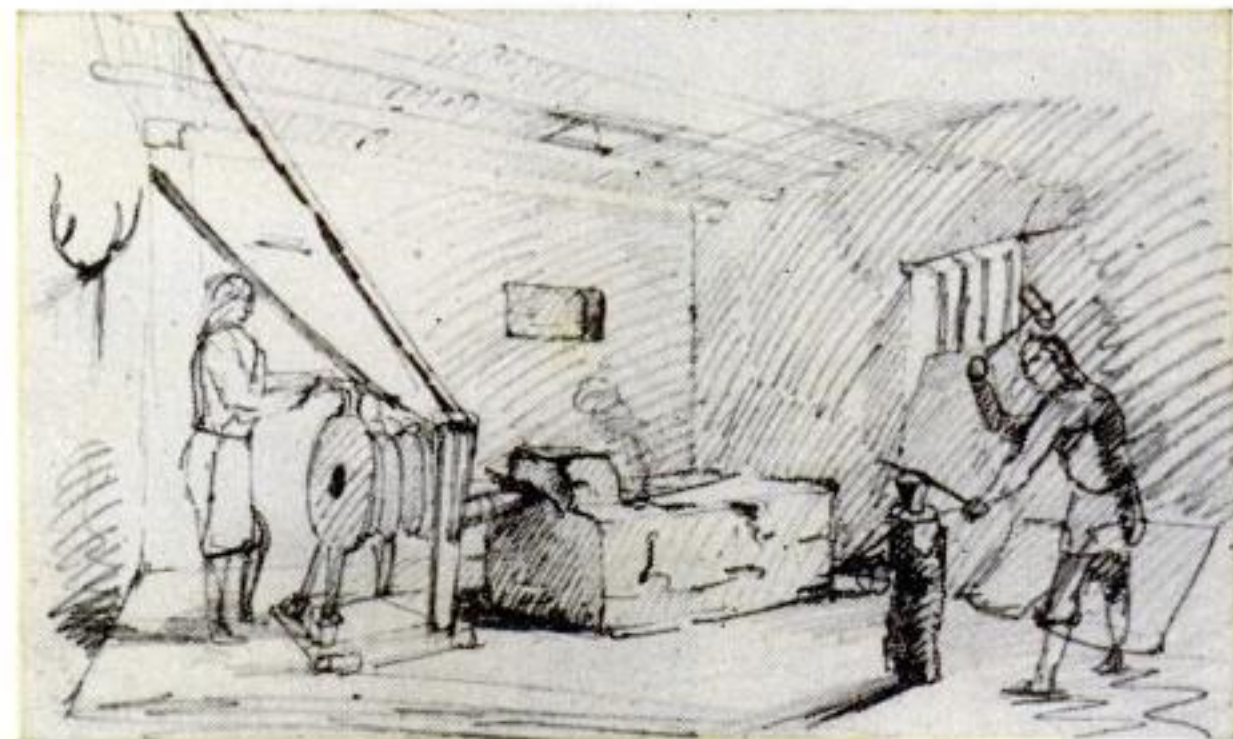
Luncheon or dinner size in the polka-dot box. 

ONE PAPER NAPKIN YOU DON'T NEED THREE OF!

THE WEST CONTINUED

Here was a kind of Billiard Table made by the Indians, by smoothing the sand on which they play with hoops or balls. Several hoops made of willow were found near. . . .

DECEMBER 16TH. Today we struck Owen's River. The same high chain of Mts. bound it on the east while on the western side rises like



ZUNI BLACKSMITHS are shown in sketch (at top) made by Richard Kern in New Mexico in 1852. Under original is illustration which another artist made from the sketch for publication in 1853 report.

a wall the main chain of the California mountains. Our rations are becoming extremely scant. . . . Indians are numerous here . . . and badly disposed.

DECEMBER 21ST. Today we met for the first time the Yuca tree. . . . Its irregular and fantastic shaped limbs give it the appearance of some ancient candelabra. . . .

DECEMBER 24TH. Yesterday a mule was lost with its pack, including a very valuable load of sugar and Coffee. . . . Headspeth, White and Archambeau were sent back to search for it; [they discovered some Indians] sitting very coolly among the rocks, where they had driven the mule, dividing the spoils. There were 3 of them—the sugar had been divided out with a nicety hard to be beaten, but the coffee was to them perfectly useless. They had already pounded and chewed it without coming to any satisfactory conclusion as to its use. . . . On the boys showing themselves they fled precipitately. . . . The boys [came back tonight with the mule,] bringing with them as proof of victory some bows and arrows and a small sack of some kind of compound we thought might be Fish and Deer Tallow. It was very palatable with coffee, of a dark chocolate color, and of somewhat similar flavor. . . .

Our Christmas Eve was spent in a most unchristmaslike manner. . . . The guard had set fire to a number of Yuca trees, lighting up the scene most beautifully. I lay a long while in my bed watching the distant fires, as they would gradually burn out, and new ones be lighted.

DECEMBER 25TH. Christmas Day. . . . We dined today, by way of change, on one of our old travel-worn mules, instead of horse. . . .

DECEMBER 28TH. Continuing down the river we made camp at the appointed place of rendezvous. [Walker, now guiding Kern's party, mistook this river for the Rio Reyes, where they were supposed to meet Frémont. They were lost for almost a month and nearly starved to death.] Our provisions have entirely failed. The hunters brought in a few small poor deer; the meat about as blue as cobalt, and as sticky as glue. A small piece of this, with cold water . . . furnished breakfast, dinner and supper in one. . . .

JANUARY 1ST. [We are now] reduced to acorns. It was on this swinish

CONTINUED

ONLY THE NEW WESTINGHOUSE REFRIGERATOR

KEEPS MEAT FRESH 7 DAYS without freezing!



New Cold Injector System keeps all foods better—
keeps them so well, you need shop only once a week

This is not only the refrigerator with the freshest cold system, it's the freshest looking! Sits cleanly like a built-in against walls and cabinets—no coils to catch dirt. Has new vertical color panels to make the cabinet look slimmer, trimmer, smarter. Even the shelves are a joy—load them as you will—they still glide out easily. Whatever refrigerator you're consider-

ing, you simply must see the new "Shape of Tomorrow" Westinghouse. Prices start as low as \$199.95 at your Westinghouse Dealer's.

Choice of 7 vertical panel colors. Frosting Pink, Mint Aqua, Cinnamon, Lemon Yellow, Apple Red, Light Oak, Mahogany.

Choice of 5 refrigerator colors. Mint Aqua, Lemon Yellow, Frosting Pink, White, Coppertan.

YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORP., MAJOR APPLIANCE DIV., COLUMBUS, OHIO

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"—CBS-TV MONDAYS



NEW MEAT KEEPER
EVEN KEEPS HAMBURGER
STORE-FRESH A WEEK



DOOR SHELVES SO
THOROUGHLY CHILLED, THEY
EVEN KEEP MILK FRESH

CRISPER DRAWERS EVEN
KEEP LETTUCE CRUNCHY-
CRISP A WHOLE WEEK

FROST-FREE
REFRIGERATOR WITH GIANT
SEPARATE HOME FREEZER

Give him the cheese
he'd buy for himself



*this Swiss with the
fresh-cut taste*

Masculine appetites have a built-in yen for Kraft's nut-sweet 'n' tender Swiss Cheese. It's a man's first choice for snacks with beverages, his special favorite sandwich cheese. And watch his eyes brighten at salads made with pale-gold strips of Swiss!

Get your man big, fresh-cut tasting slices in the packages marked Kraft Natural Swiss Cheese. (They hold enough for you, too!)



NATURALLY FROM **KRAFT**
the finest of Natural Cheeses



LUCKY FINDERS of Kern papers, Fred (right) and Anna Cron, at first started to burn them. Above, in their Bellevue Hotel where papers were found, the Crons examine documents with son Freddie and Donald Wade.

THE WEST CONTINUED

food that we made our New Year's feast. . . . Lizzards are here in abundance and form the principal animal food of the hungry natives. JANUARY 19TH. We reached the summit; snow 2½ feet deep. From here we had the first view of the much wished for Valley of California. It lay beneath us bright in the sunshine, gay and green, while round us . . . we had a heavy snow storm. . . .

JANUARY 21ST. Today we reached the valley. Our descent was rough and broken, the mountain well watered and densely timbered. Among the foothills are beautiful groves of Live and other Oaks, clear from growth of underwood, with long green grass. They have the appearance of regularly attended parks. . . . We passed 2 Indian villages, built of Tulé [bulrushes] and the men entirely naked. . . .

JANUARY 28TH. We camped tonight in the foothills of the Coast Mountains without grass, water or fire, having travelled through immense fields of old Tulé, the horses sinking at almost every step as deep as their bellies. . . .

FEBRUARY 1ST. Jim Cannon and Wetowa [an Indian guide] tracked a Grizzly Bear to his thicket. The whole camp was immediately raised against the growler and after some difficulty he was killed, coming very near catching [Henry] King and Wetowa. He was one of the largest size; his weight estimated at one thousand pounds, cutting 4 inches of clear fat on his back and belly. Never was a more greasy set of men . . . than assembled round the various camp fires that evening. Stews, roasts and boils were continued until a late hour.

FEBRUARY 6TH. Continuing up the valley toward Sutter's Fort we made camp on the Calaveras, a tributary of the San Joaquin. Talbot and Walker started ahead to see if they could hear any tidings of the Capt. They returned again the same evening with Big Fallon, a man of the mountains, known by the sobriquet of "Le Gros." From him we learned that Capt. Frémont was at the Pueblo de San José. . . .

FEBRUARY 15TH. We passed through the Pueblo of San José. The country between the Pueblo and the Calaveras is beautiful and well suited to farming. . . . The flowering season is commencing, which adds to the plains by their variegated colors great beauty.

We arrived at noon at the Laguna Farm, where we rejoined Capt. Frémont, who was anxiously expecting our arrival. It was a glad meeting on all sides—both parties had seen hard times and we were again safely united without serious accident having happened to any of us.

NEXT WEEK

The Stirring Deeds

that Opened the West Live on
Today in Vivid Celebrations

With a special article by A. B. GUTHRIE JR.

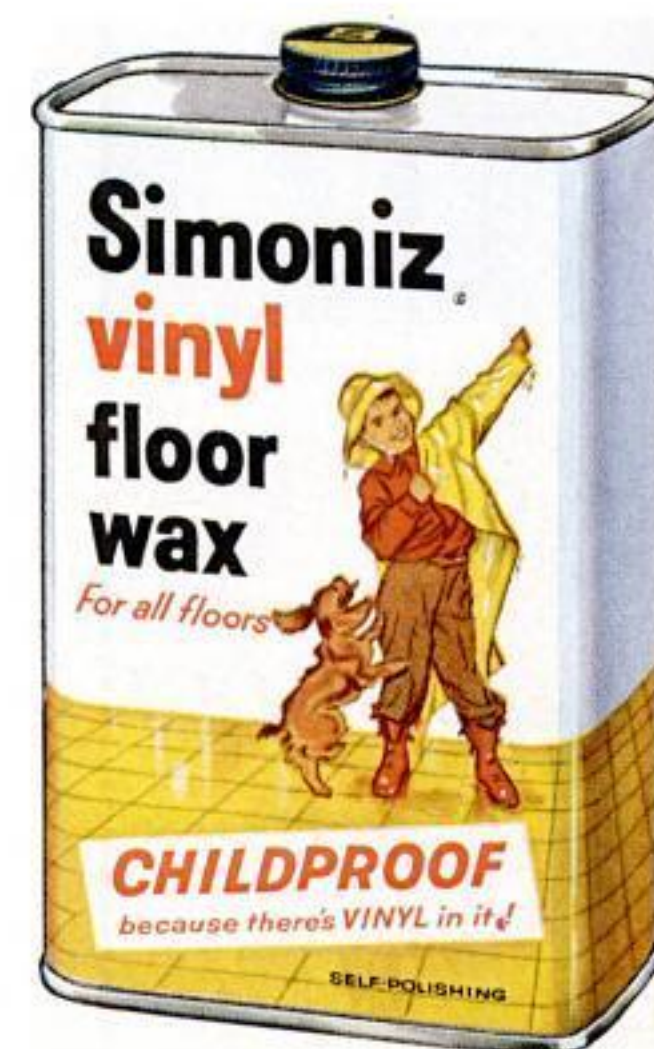


Cheering bulletin to all Den Mothers! Scout's Honor—
New **SIMONIZ FLOOR WAX** is **CHILDPROOF**!

Keep a stiff upper lip, Mother! All the stuff the Cub Scouts can spill and throw — and squash and smear— won't unshine New Simoniz® Floor Wax. There's vinyl in it, you know!

And New Simoniz Floor Wax rates a special Merit Badge for the way it stands up to scuffing and scuffling, too. Dirt won't grind in.

It's a bright shine. A tough shine. An easy to wipe up shine. And—easy to apply. Polishes itself—no rubbing.



CHILDPROOF because there's **VINYL** in it!

SIMONIZ MAKES IT

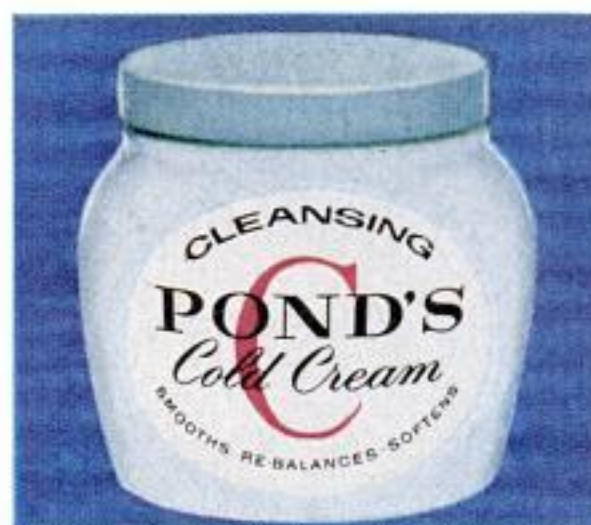
ONE OF THE MOST EXCITING WOMEN IN THE WORLD: **LONDON**



ENID BOULTING, glamorous, chic—and on-the-go every minute. The mother of 3 lively boys, she is also a talented dress designer, a serious painter and a noted hostess for her famous film-producer

husband . . . "I often have frantic days but my face never shows it." She uses Pond's Cold Cream to deep-cleanse—to moisturize and ease away tension lines . . . "My skin stays beautifully soft and smooth."

*She's busy...
yet she's beautiful...
she uses Pond's*



Pond's beautifies as it cleanses—replaces the moisture modern living drains away. This fabulous cream actually moisturizes *below* the surface. From deep within your skin it keeps sending freshets of moisture upwards . . . and goes on moisturizing long after you tissue it off! Use Pond's to deep-cleanse at night, to moisturize under make-up all day. Your skin will stay wonderfully soft and smooth . . . glow with an exciting new beauty.

WITH POND'S COLD CREAM YOU NEED NEVER BE TOO BUSY TO BE BEAUTIFUL

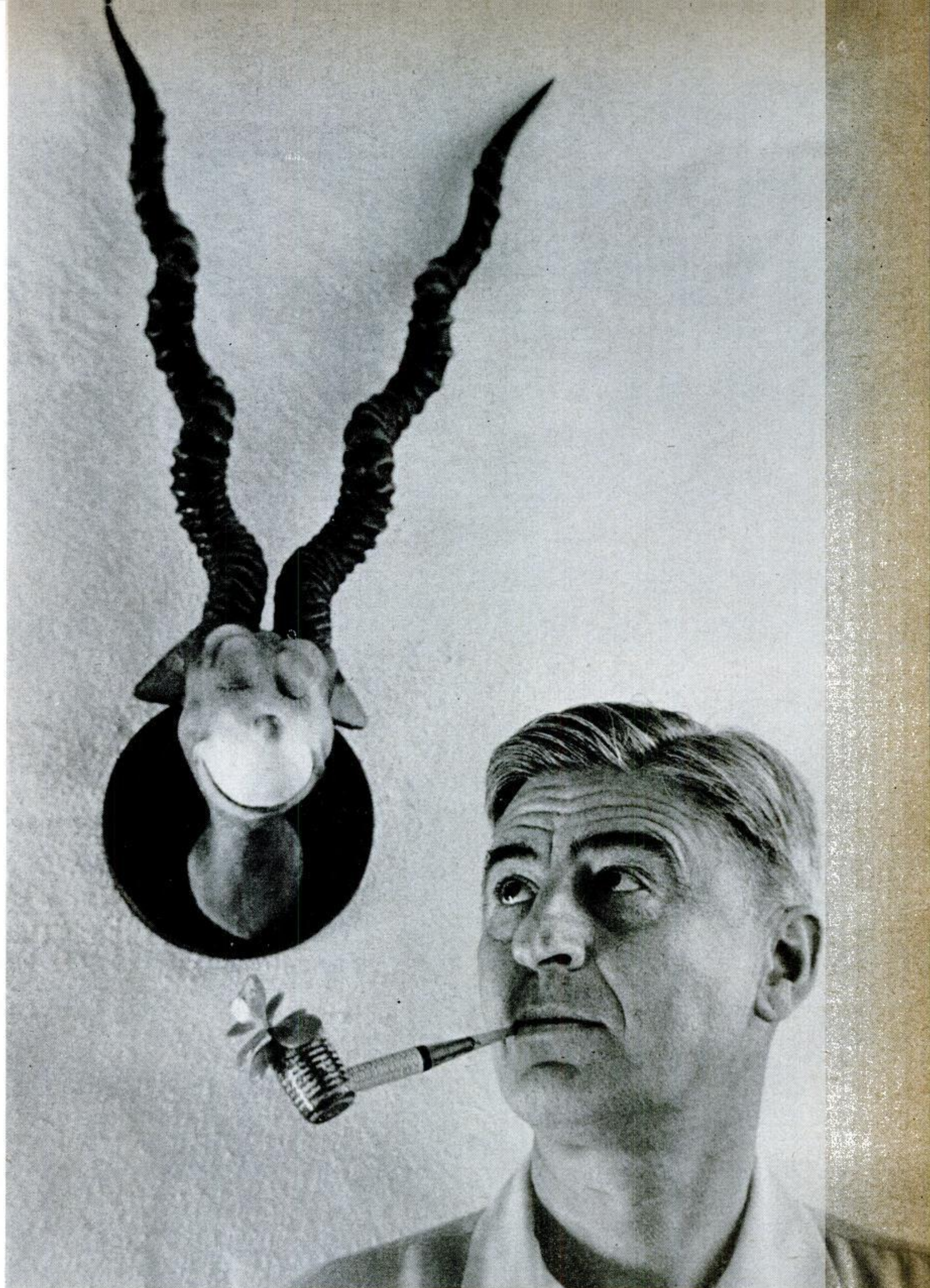
CLOSE-UP



A TWIDDLING UMLAUT

DR. SEUSS, with his favorite plant-sprouting corncob, eyes a Seuss sculpture he calls a "blue-green abelard" which hangs in his La Jolla, Calif. home.

"Over the years I've grown quite fond of this abelard, though from the look on his face he seems to think I'm pretty silly. As for the pipe, it not only gives me something to do with my hands but lets me commune with nature. It's the kind of thing Thoreau would have done if he'd thought of it."



Wacky World of Dr. Seuss

MY animals look the way they do because I can't draw," explains Theodor Seuss Geisel, a man far better known as Dr. Seuss. But because his drawing and imagination are so outlandish, the weird menagerie of potbellied, strangely named creatures—some of which are shown here for the first time—has put Geisel in a class by himself as the creator of children's books and of a wacky world.

Geisel has been misdrawing animals since his childhood in Springfield, Mass. where his father, as park superintendent,

supervised the zoo. A successful cartoonist, he hit national fame with his "Quick, Henry, the Flit!" ads in 1927. Ten years later he started a long line of children's books capped by last year's best-selling *The Cat in the Hat* (Random House). Restricted to a vocabulary of 225 words, it has launched him into a project called Beginner Books, designed to make first reading "a bit more entertaining" than present primers. "There's been too much 'Come here, Fido,' in kids' readers," says Geisel. "I sometimes wonder how any of us learned to read."



AN amateur sculptor, Geisel works on a clay model head of Horton the Elephant, hero of two of his books, which will eventually be turned into a children's plastic hand-puppet.

"My animals all have a way of looking somewhat drunk. Besides Horton here, I've designed an articulated four-in-one animal I call the multi-beast, which is made up of Norval the Bashful Blinket, Gowdy the Dowdy Grackle, Chingo the Noodle-topped Stroodle, and Roscoe the Many-footed Lion."



BOY BEING MESMERIZED BY AN ICHABOD

DR. SEUSS draws pictures for first- and second-grade children at La Jolla Country Day School as he tells them:

"I'm writing a new book and last week I got very tired. I need a new animal and I thought maybe you'd help me find one. Now, the first thing is to figure out what color spinach to put at the end of his tail. Do you want droopy spinach with squiggles in it? Do you think his topknot should be noodley? Should we put a nose on the end of his nose? Now, what'll we call it? That's good—a MOON MONSTER!"



CONTINUED

Copyrighted material

\$25,000 REWARD OFFERED BY... SUNNYBROOK WHISKEY

FOR LOST FREDERIC REMINGTON PAINTING



Why SUNNY BROOK . . . the great whiskey of the Old West is conducting this giant search for lost art by the great artist of the Old West

Frederic Remington was the great American artist whose paintings illustrate Old Sunny Brook's advertising. Remington's fabulous paintings and Old Sunny Brook, are both perfect symbols of the Old West.

We would like to find the lost painting shown in the photograph above for use in future advertising. The photograph—but not the painting—was

found among Remington's personal effects and experts agree it is authentic.

If you find this painting and deliver it to us in good condition and if a jury of art experts decide that it is the missing Remington, you will receive \$25,000. For full information visit your local liquor store or tavern where free folders on this \$25,000 reward are available. Or write to: Old Sunny Brook Art Jury, Room 1100, 99 Park Avenue, New York 16, N. Y.

Good hunting and enjoy one of the most remarkable Kentucky whiskies of our time—Old Sunny Brook. It is available as a straight bourbon or blend—whichever your taste prefers.



KENTUCKY STRAIGHT BOURBON
(in the square bottle)

This richer tasting, all-Kentucky Bourbon is acclaimed as the great bourbon of the Old West.



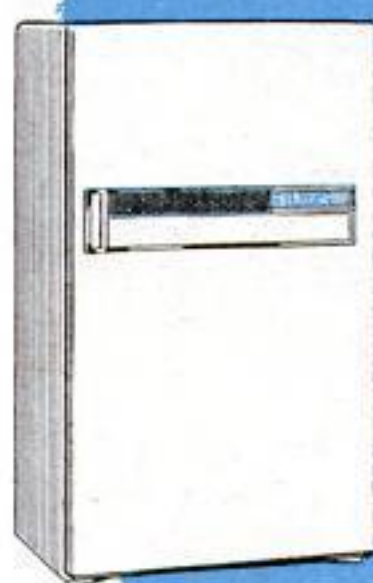
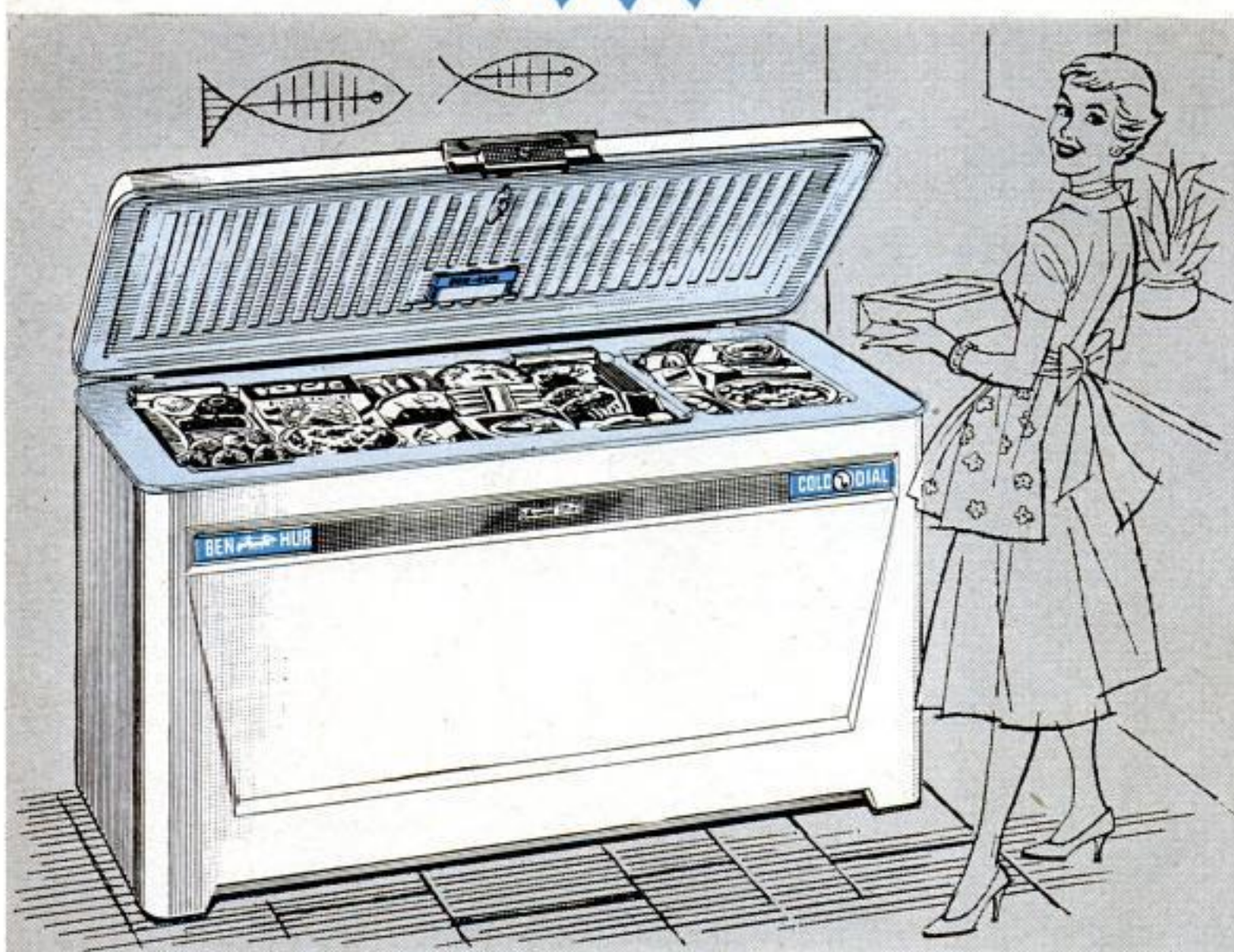
KENTUCKY BLENDED WHISKEY
(in the round bottle)

Every drop of whiskey is from Kentucky. This great advantage makes Sunny Brook Blend taste better.

THE OLD SUNNY BROOK DISTILLERY COMPANY, LOUISVILLE, KENTUCKY, BOTH 86 PROOF, KENTUCKY BLENDED WHISKEY CONTAINS 65% GRAIN NEUTRAL SPIRITS.

ONLY
BEN-HUR

America's Finest Freezer
GIVES YOU
"PERFORMANCE PROTECTION"
WITH A
10 YEAR WARRANTY*



Only Ben-Hur Freezers carry all these performance seals.



*Replacement Compressor Price Pro-rated after 5 years.



You'll like everything about the Ben-Hur Freezer . . . its trim, built-in look . . . its big easy-reach food storage capacity . . . its safety latch that protects your children . . . its Flex-Flo cover.

And, with a Ben-Hur you'll enjoy the convenience of fewer shopping trips . . . the economy of quantity food buying, when prices are best . . . and fresher, tastier, more nutritive foods for your family.

See your dealer, have him tell you all about Ben-Hur, America's Finest Freezer. And, while you're there look for the 10 Year Warranty tag found on every Ben-Hur. It's the only freezer you can buy that carries a 10 Year Warranty.*

Send 25¢ for your copy of "The ABC's of Food Freezing" . . . 100 colorful pages of "how-to" for home food freezing.

LARGEST EXCLUSIVE MANUFACTURER OF FOOD FREEZERS

BEN-HUR MANUFACTURING CO.
Dept. B9, 634 E. Keefe Ave., Milwaukee 12, Wisconsin



VISITING (above) with Suzie, a sea lion at San Diego Zoo, Dr. Seuss reacquaints himself with real-life animals. Below: he peers from behind models of his new toys. They have interchangeable parts and can be made up into an endless variety of animals.



BEE BEING WATCHED BY
A BEE-WATCHING ABSALOM

"I've loved animals for as long as I can remember. The first thing I do when I'm traveling is to visit the nearest zoo. It's a wonder that after all the animals I've seen, I can't make them true to life. When I do an elephant the poor beast usually winds up not only with too many joints in his legs but with too many legs."



CONTINUED

Copyrighted material

They said it couldn't
be done...
They said nobody
could do it...
but -

L&M is
Low
in tar

with
More
taste to it

Don't settle for one without the other!



© 1959 Liggett & Myers Tobacco Company

"L&M is kindest to your taste," says James Arness. "There are two good reasons why I know you'll like 'em. They're truly *low* in tar, with *more* exciting taste than you'll find in any other cigarette."

LOW TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L&M truly *low* in tar.

MORE TASTE: L&M's rich mixture of slow burning tobaccos brings you *more* exciting taste than any other cigarette. **LIVE MODERN...CHANGE TO MODERN L&M**





Recapture old-time goodness the modern way!

Spicy Oatmeal Bread...mixed in seconds ...and no bowl or pan to wash!

Now you can mix fabulous spicy Oatmeal Bread in seconds...without even a bowl or pan to wash up afterwards!

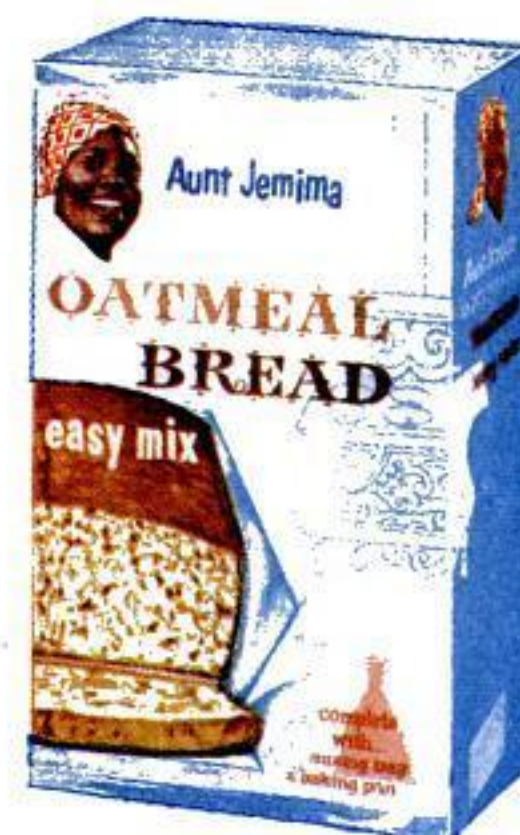
Every package of Aunt Jemima Easy-Mix carries a plastic mixing bag and a baking pan too!

All you do is add egg and milk, blend in the plastic bag and pour into the special pan. Then, into your oven and onto your table—moist, fragrant slices to add homey appeal to supper, snacks or coffee!

Makes Fruit Breads—Nut Breads, too! For a variety of old-time favorites, just add fruits or nuts. Easy directions in every package for:

Date Bread Banana Bread Raisin Bread
Pineapple Bread Cranberry Bread
Currant Bread Fruit Bread Nut Bread

And did you know . . . there are two other Aunt Jemima Easy-Mixes? One for Cinnamon Coffee Cake, one for golden Corn Bread—each comes with Mixing Bag and Baking Pan. Buy several packages—one to enjoy this week, the rest for emergencies.



Aunt Jemima OATMEAL BREAD EASY-MIX

'His Mind Has Never Grown Up'

IF you should ask Ted Geisel how he ever thought up an animal called a Bippo-no-Bungus from the wilds of Hippo-no-Hungus or a tizzle-topped Tufted Mazurka from the African island of Yerka, his answer would be disarmingly to the point: "Why, I've been to most of these places myself so the names are from memory. As for the animals, I have a special dictionary which gives most of them, and I just look up the spellings." Helen Geisel, Ted's chief editor, chief critic, business manager and wife, has another explanation. "His mind," she says of Ted, "has never grown up."

Mrs. Geisel goes on: "Ted doesn't sit down and write for children. He writes to amuse himself. Luckily what amuses him also amuses them." Her husband emphatically agrees. "Ninety percent of failures in children's books," says he, speaking with the authority of 16 successes, "come from writing to preconceptions of what kids like. When I'm writing a book I do it to please Helen and me. But when it finally comes out I take one look and think 'Oh, my God!'"

Most of Geisel's books point a moral, though he insists he never starts with one. "Kids," he says, "can see a moral coming a mile off and they gag at it. But there's an inherent moral in any story." *Horton Hatches the Egg* whose theme is *I meant what I said and I said what I meant, an elephant's faithful, one hundred percent!*, teaches dedication. Despotism gets the works in *Yertle the Turtle*, while *McElligot's Pool* extols unity in nature.

For every book completed, Geisel throws out enough material to fill 35 others. Each book takes about 18 months to write because Geisel, a meticulous craftsman, runs into log jams that last for days. The problem may be a single line or even a word. Stuck in this situation, Geisel will pace the studio floor or throw himself on a bed where he thrashes convulsively, "Every once in a while it comes easily," says he. "Sometimes a lovely flow of words will carry me four whole lines." His troubles and intensity arise chiefly from his high regard for children who, he says, "have as much right to quality as their elders," or, in the immortal words of Horton the Elephant, "a person's a person no matter how small."

All Dr. Seuss's books, as well as his Oscar-winning cartoon film *Gerald McBoing-Boing*, proceed from the simple premise that children will believe a ludicrous situation if pursued with relentless logic. "If I start with a two-headed animal I must never waver from that concept. There must be two hats in the closet, two toothbrushes in the bathroom and two sets of spectacles on the night table. Then my readers will accept the poor fellow without hesitation and so will I."

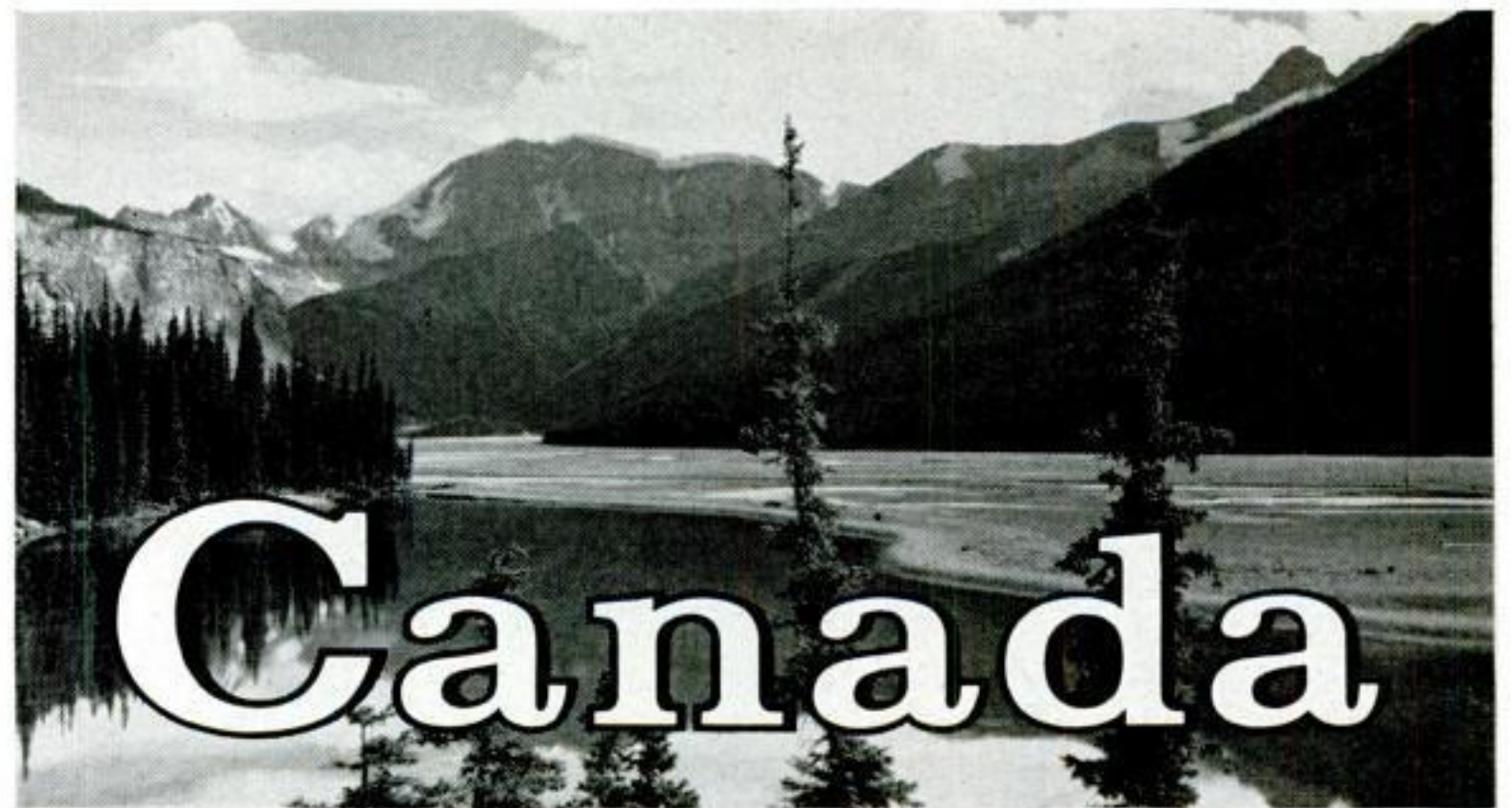


A SELF-PORTRAIT OF AUTHOR WORRYING ABOUT NEXT BOOK

The Geisels have no children of their own. But he once dedicated a book to a girl named "Chrysanthemum-Pearl (aged 89 months, going on 90)." His wife explains: "Ted got tired hearing friends describe bright things their children said and did. At first he'd say, 'The child would have been a fool not to.' Then he invented Chrysanthemum-Pearl. She became so real that he repeated her bright sayings, though they were really quite stupid. But people fell for it. Some even sent her presents. There were times when even we believed it."

Geisel, now 55, has long since admitted to the hoax. To his pink stucco home, remodeled on an old watchtower overlooking the Pacific and Mexico, the postman brings him testimonials from a legion of vicarious offspring, his real-life fans. "Dr. Seuss has an imagination with a big long tail," said one child. ("That fellow will go places," says Geisel.) A 9-year-old wrote, "It's the funniest book I ever read in nine years." But the accolade Geisel cherishes above all is a single word set down in a childish hand, "Whew!"

BY PETER BUNZEL, Life Staff Correspondent



... the wonderful world at your doorstep!



EXHILARATING CANADA offers the happy prospect of a foreign vacation that is only driving distance from your door! Modern highways lead you to internationally famous resort areas, to gloriously scenic National Parks, to fascinating, distinctive Canadian cities. Wherever you travel you'll enjoy a round of outdoor pleasures that is a feature of every Canadian holiday. To enhance your enjoyment, start planning now. Mail the coupon for the colorful, descriptive Canadian Vacation Package.



Stick this coupon on a postcard or enclose in envelope



FREE CANADIAN VACATION PACKAGE
CANADIAN GOVERNMENT TRAVEL BUREAU,
OTTAWA, CANADA

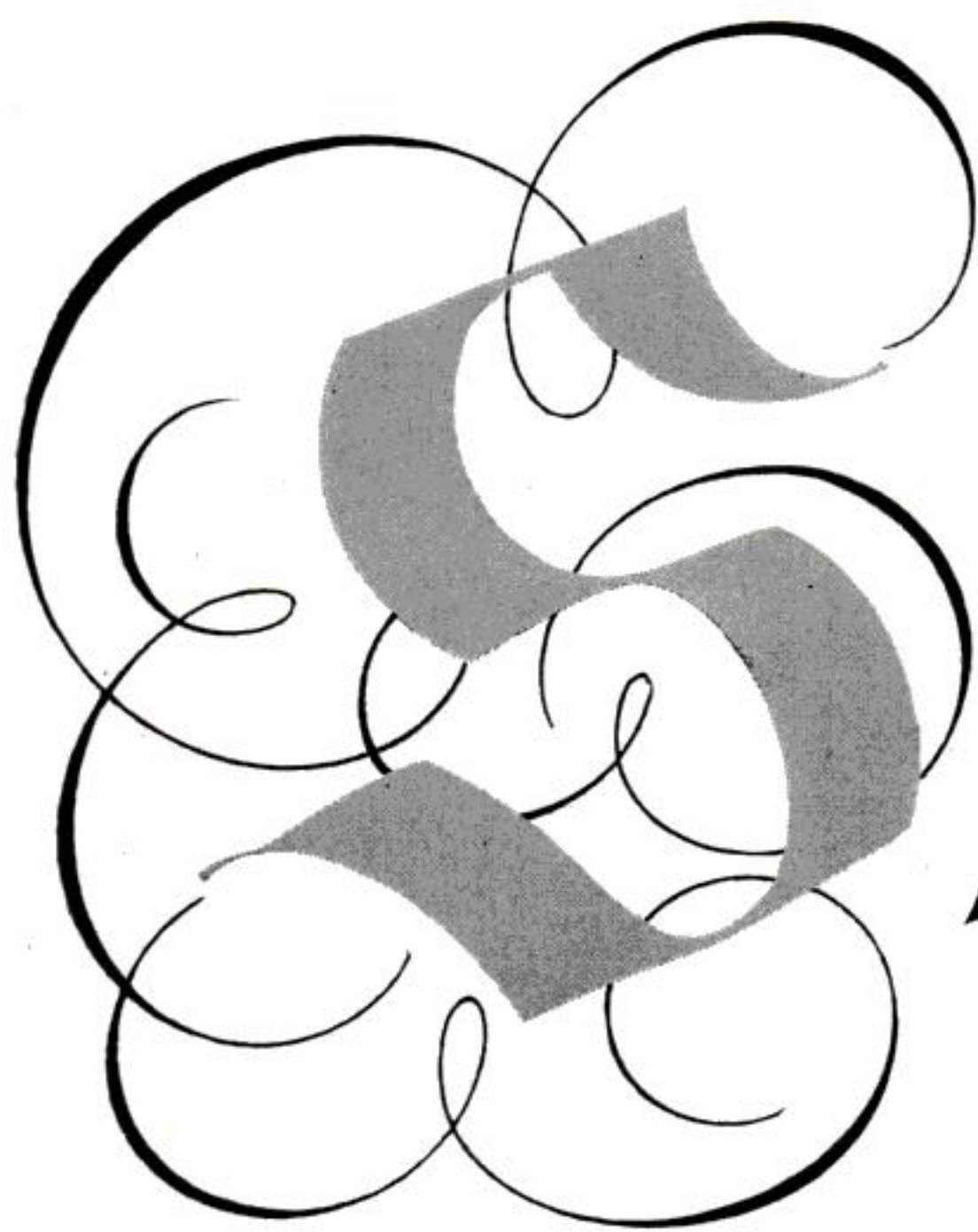
Please send the Canadian Vacation Package to:

NAME _____ PLEASE PRINT

ADDRESS _____

TOWN _____ STATE _____





Should your Child enter the Clergy?

by Hartzell Spence, Author of "One Foot in Heaven"
and many magazine articles on religious and humanitarian subjects.

THREE out of five Americans are now members of some church or synagogue. Such a majority has never before enrolled in religious organizations in the United States. Thus there is a great need for ministers.

Your son or daughter may have been called by God to be one of His spiritual helpers at this critical time. But how can you—or your child—be sure? Should you encourage your child to become a minister, priest or rabbi?

To begin with, you must throw away many of your old ideas about what it means to be a clergyman. The ministry is no longer solely a calling. It has become also one of the most exacting and exciting of all the professions. Today's clergy—of whatever faith—must be literally all things to all men: preacher, teacher, pastor, counsellor, advisor, administrator, architect and financier. To accomplish all these vocations, the minister must be a sociologist, humanitarian and businessman, as well as theologian and public speaker.

A challenging career

The minister is expected, in his personal life, to be an example of saintliness and devotion to God a cut above even his most dedicated parishioner. In this age, too, he must have enough courage to stand up and be counted on the great ethical questions of our time, and yet be tactful enough to lead his parishioners to share his own beliefs. He must walk sure-footedly along the cutting

edge of life, amid the tragedies, frustrations, monotonies and precious dreams of men and women assailed on every hand by uncertainty and change and fear.

Above all, the minister must believe, and by example and persuasion prove, that God is not somewhere on the sidelines of life, as He is for so many persons today, but is the end and all of being. He must be confident that God has placed in his hands, in the ageless precepts of his religion, a greater understanding of the true meaning of life and death, and he must have the power to communicate this confidence to others. The millions of new searchers for a faith, who today are crowding the churches and synagogues without quite knowing why they are there, must have a leader, not a follower of the congregation; a fighter, not an apologist; a teacher who will give them a God who touches them where they live: in the family circle, in shop and union, in office and business, not just in church on a sunny Sabbath day.

What a challenge!

You probably are thinking by now that nobody—not even your child—is equal to such a task. The truth is: few are. About half of all aspirants fail to make the grade. The clergy, of whatever faith, is a select and special group unlike any other fraternity anywhere. It is comprised of those called by God to carry out His will on earth. But the history of the ministry would seem to prove that God has moved even quite ordinary men to

be great in His work, and has endowed His ministers with the necessary skills, once they had the faith. So it is well to remember that, although the ministry requires unusual attributes, some great church leaders have been men of less than superior talent or education whose faith and zeal God has used to His advantage.

Demands and privileges

Another thing: if you feel that your child might be making a sacrifice by entering the clergy, dismiss the thought at once. True: he'll never be money-rich. True: if he is qualified to be a successful clergyman, he is equally capable of being a successful corporation president, judge, senator, doctor, or almost anything else you might desire for him. True: if you are a Roman Catholic, your son will never give you grandchildren or have a home of his own. True: your child may seem to be buried for years ministering in a lowly parish far from home. He may work all his life at labors which you consider insignificant, even futile. He probably never will become celebrated with the red hat of a cardinal, or the miter of an Episcopal bishop, or the presidency of his denomination, or leadership of a great synagogue on Fifth Avenue; such fame probably will elude him. But to God's ministers these are not sacrifices. They are the privileges of service which, permitting a share in need and pain, bring greatest joy. This may be hard for you, the parent, to understand. But if your son understands, and still wants

to go on, then he is halfway there, and you may confidently give him your blessing and encourage him to go.

But how can you be sure that your child has been called by God? How can you know that this is not just a timid child's way of escaping from the competition of earthly life, for example? Or the egotistical whim of a boy orator? Or a delusion that here is an easy way to become an important leader of men? All these, and many other misplaced zeals, have convinced youngsters that they were called of God.

Qualifications for success

If you have such reservations, the modern battery of psychological tests will be of great value to you and your youngster in determining whether he will be a worthy servant of God. His I.Q. will be 120 or higher. His aptitude tests will score high in the social sciences, salesmanship, organizational ability and teaching. His personality inventory will show him sensitive to people and their problems, curious about life, possessed of a deep sense of obligation and respect for duty which makes him drive himself continuously beyond the limits of his strength. He will show a practical stubbornness tempered by sufficient humility that he can concede to others. He will possess emotional maturity. He will be neat, speak persuasively in correct grammar, be courteous and mannerly, cheerful and optimistic, and will have a sense of humor which enables him to laugh at his own mistakes. He will have a strong physique and not a lazy bone in his body. Tests now given widely in theological seminaries prove that if a candidate is seriously lacking in many of the above characteristics, his chances are doubtful.

Does he like to hitch his wagon to a star? Does his idealism overwhelm you? Does he stand up for his convictions against mockers and scorners? Does he love all kinds of people with genuine concern? Is he a strong leader and yet a happy follower? You should be able to answer "yes" to most of these questions.

The call to serve

A phenomenon of today's young candidates for the clergy is that almost half of them do not, at the apprentice stage, have a clear-cut concept of God and, in the Christian ministry, an equally positive acceptance of Jesus Christ as the Son of God. For the other half there is no question: most of them decided on the priestly vocation in their earliest teens and stuck with it. But a growing number of young men and women, many from non-religious homes, are choosing the ministry while they are in college. They have decided that there must be more to life than fame and money; they want their lives to count for something important. They are drawn to the clergy by an unseen hand; many resist it, and almost certainly their fiancées try to discourage them. In these young people the seminaries today are finding some of their strongest students. So it is quite possible that your son or daughter, well along in plans for another career, may telephone you some midnight of a decision to enter the ministry. At this you may confidently rejoice, for there is no explaining such an action except in supernatural terms. Here, surely, is a call from God, even to a youngster who has given little previous thought to religion.

Certain additional qualifications are important in the Roman Catholic priesthood and the Jewish rabbinate.

The Catholic priesthood entails complete surrender to the will of God as directed by the church. Candidates for holy orders must be overwhelmed at age twelve or thirteen by the thrill of devoting their entire lives to Christ's work, wherever it may call them, to the exclusion of all earthly considerations. They are to be part of the body of Christ, and for them that is the greatest possible honor. Lads whose bent is toward religious education would probably join one of the teaching orders, such as the Jesuits or Dominicans, rather than the diocesan clergy. Young men to whom the monastery appeals would enroll with an order such as the Trappists, and devote their lives to contemplation and study. If their religious ardor is evangelistic, they would probably unite with a missionary order. The Roman Catholic priesthood, therefore, requires that some character traits and religious convictions be in sharper focus than does the Protestant ministry. It would be well for parents of

Catholic boys who desire to become priests to consult someone within the church who knows the child well, and can steer him into the channel which would make best use of his talents and temperament.

The rabbinate also makes special demands upon its candidates. In America, the role of the rabbi has undergone great changes. Seldom is he called upon, as in Europe, to be the patriarch of his flock. Rather, he tends in the Reform branch to function much in the manner of the Protestant minister, in the Conservative branch to be preacher-teacher, and only among the Orthodox groups is he still largely a scholar-saint. To become a rabbi involves enormous scholarship and prodigious memory, a veneration of Jewish law and tradition, and special ceremonial skills. Humanitarian zeal and the ability to lead social crusades are particularly important, and infinite patience to face the special heartaches of a minority group. But essentially, the same traits which characterize any clergyman would hold good in determining whether your child should become a rabbi.

Women's place in the Clergy

What about your daughter? If she is a Protestant, there is a future for her in the ministry. There are now nearly 7,000 women preachers. Sixty-three denominations ordain women. No special requirements, beyond those for male candidates, are necessary.

What about education?

A college degree is almost essential now, and this is only the beginning. Protestants generally require at least three post-college years of special training in seminary. The Roman Catholics merge college and seminary into a six-year course. Jewish studies involve at least as much time. The work is difficult, with little time for play. Exceptional grades must be maintained. More than that, the candidate's personality and habits are under constant scrutiny. One who is to serve God must be a man or woman of Godly mien, and grow in Grace. The cost of education is not too expensive a burden on the parent. All religious organizations have scholarship funds and work programs to help deserving students. It is safe to say that no worthy candidate for the clergy is ever refused an opportunity for lack of funds.

What about material rewards? They are not great, but the day of the poverty-stricken clergy is almost gone. Catholic priests, having no families, receive their needs and often many comforts, but little else. In the Protestant denominations, salaries and housing are now respectable, with adequate, actuarially-sound retirement funds provided by most churches. The average Protestant minister receives at least \$4,000 a year and his residence; many have salaries of \$8,000 to \$15,000, a few even more. Most rabbis also do well, in the Reform and Conservative branches earning \$7,500 a year up, plus generous gifts and fees for ceremonials.

Family life

What about family life? In the Catholic priesthood, of course, there is none. The priest foregoes this happiness for a different one. In other faiths, clergymen these days no longer find their wives and children set apart; they no longer live in a goldfish bowl on top of an ivory tower. The wife need be no more active in church work than

she desires to be. But a minister can be ruined in his calling by a discordant spouse. A young man who contemplates entering the ministry must find a mate who shares his own idealism, who is devoid of jealousy or envy, who is happy because her husband is doing what he must do, and will not try to deflect him or shape him to her own ambitions.

It is often remarked that ministers' families, who are spared the erosions and competitions of business, who don't have to compete with the Joneses, who need not worry, as others often must, about unemployment or security, who enjoy from their closeness to God a serenity and confidence that escapes most of their neighbors, seem to be so much happier than most other people. When, as sometimes happens, the clergyman must face controversy, hostility and personal heartache, the family's trust in God draws it closer together, fortifying it against undue anxiety. If happiness and love are riches, then most ministers' families are very rich indeed.

Need for Clergymen

What about opportunity? It is as wide as the portals of heaven. There are only 355,000 clergy in America to serve 104,000,000 church members. Every denomination needs more than it has. There will be an acute shortage of clergymen for at least another generation. As the churches expand—and all of them are growing—they require more and more specialists: teachers, executives, financiers, youth, social and community workers, music directors, research scholars, college presidents, athletic directors, editors and writers, family counsellors, chaplains for the armed forces, industry and in institutions, missionaries, and a host of others. In many of these specialties, no actual preaching from a pulpit is ever required. Almost any skill useful in private life is needed in the ministry.

Opportunities and rewards

There are hundreds of types of opportunities for clergymen, enough surely to fit the aptitudes and ambitions of any talented youngster. And all are richly rewarding. The minister fills a special role in society. No place is too high for him; he walks among all kinds of people. He is looked up to and trusted by everyone. To him come for guidance the alcoholics, the psychotics, the victims of broken homes, the pre-delinquent children; he it is who stays with these lost sheep and tends them.

Some of his most precious moments will result from sharing with the great rank and file of his parish their moments of death and family crisis, and also their celebrations of happy milestones along life's way, and of being helped and loved in turn by all his people. There is no monotony in such a life. He is never in a rut, never in a squirrel cage. He constantly receives deep spiritual exhilaration as God, through him, touches and helps the downtrodden, charts the unfortunate to a new life, inspires the hesitant, and heals the sick at heart. Each day, fortified by his faith, the minister can test his strength against the whole world, uncover evil, fight oppression, challenge untruth, uphold the virtues and ethics which make men and nations noble.

He can make his life count.

No matter how hard he works, his job is never done, his opportunities never spent, the need for his ministry never abated.

What more could anyone ask of life?

Booklets available on many careers

This article is one of a continuing series on career opportunities for young men and women. It is available in booklet form without charge. Also available are: a list of similar articles on thirty-four other careers which you may send for, and the helpful informative booklet, "Planning for a College Education." We'll be glad to send you any or all of these on request. Just drop us a postcard.



New York Life Insurance Company

51 Madison Ave., Dept. LI-12, New York 10, N.Y.

The New York Life Agent
in Your Community is a Good Man to Know

COPYRIGHT 1959, NEW YORK LIFE INSURANCE COMPANY



BEHIND PROP FOR "DIE MEISTERSINGER." ROALD REITAN, THEODORA ANDREWS (CENTER) AND MARJORIE BRINKMAN WAIT TO MAKE APPEARANCE AT MET



COUNCIL PRESIDENT, Mrs. Frederick Weyerhaeuser, opened program, gave runner-up an award.

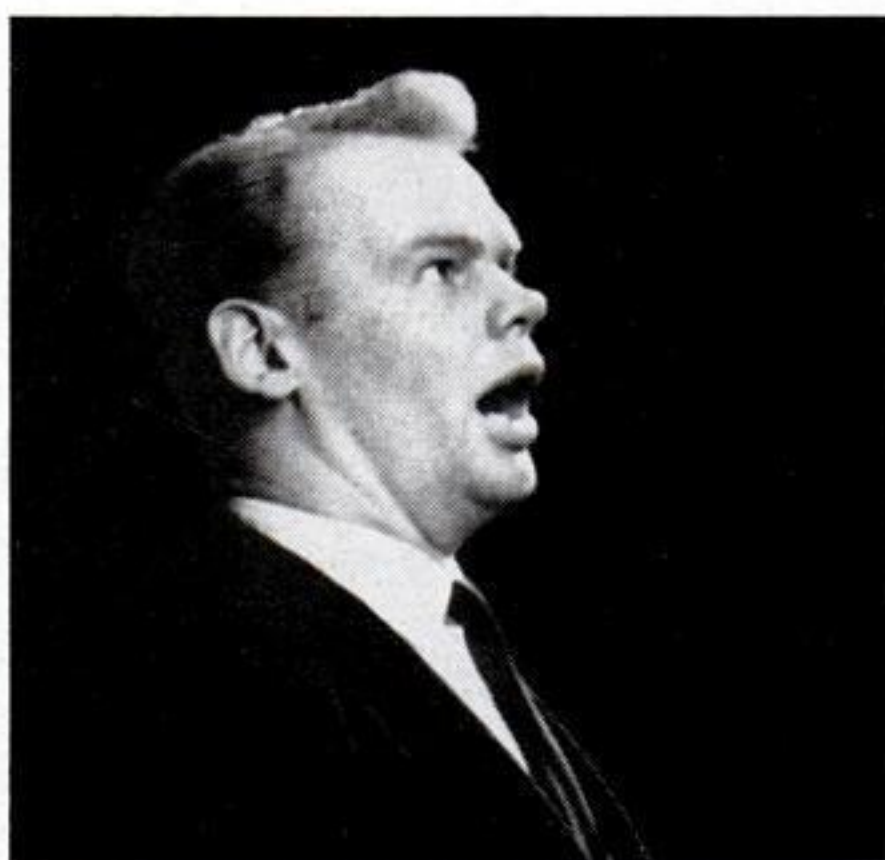
A Test for Jobs at Met

Behind bars the young singers sat, grim and tense, as if awaiting sentence. Actually they were behind a scenery grille backstage at the Metropolitan Opera in New York waiting to go on stage. They were finalists in the annual contest put on by the Metropolitan's National Council to find new operatic talent. For the first time the finals were held on the Met stage.

In one busy week the 15 finalists, including two salesmen, an IBM tab operator, a receptionist and a schoolteacher, had been drilled by a Metropolitan coach, given preliminary

auditions by the opera management and treated to as much opera as they could stand.

Then, before a specially invited audience and accompanied by the Met orchestra, they went out on the big stage to sing. The judges liked what they heard so much that instead of picking one winner, they chose two (*below*), gave Met contracts to both. And everybody remarked that Met boss Rudolf Bing, who fired his diva, Maria Callas, was getting a soprano (*below, right*) who looks like her sister. In fact she already has a nickname: "Little Callas."

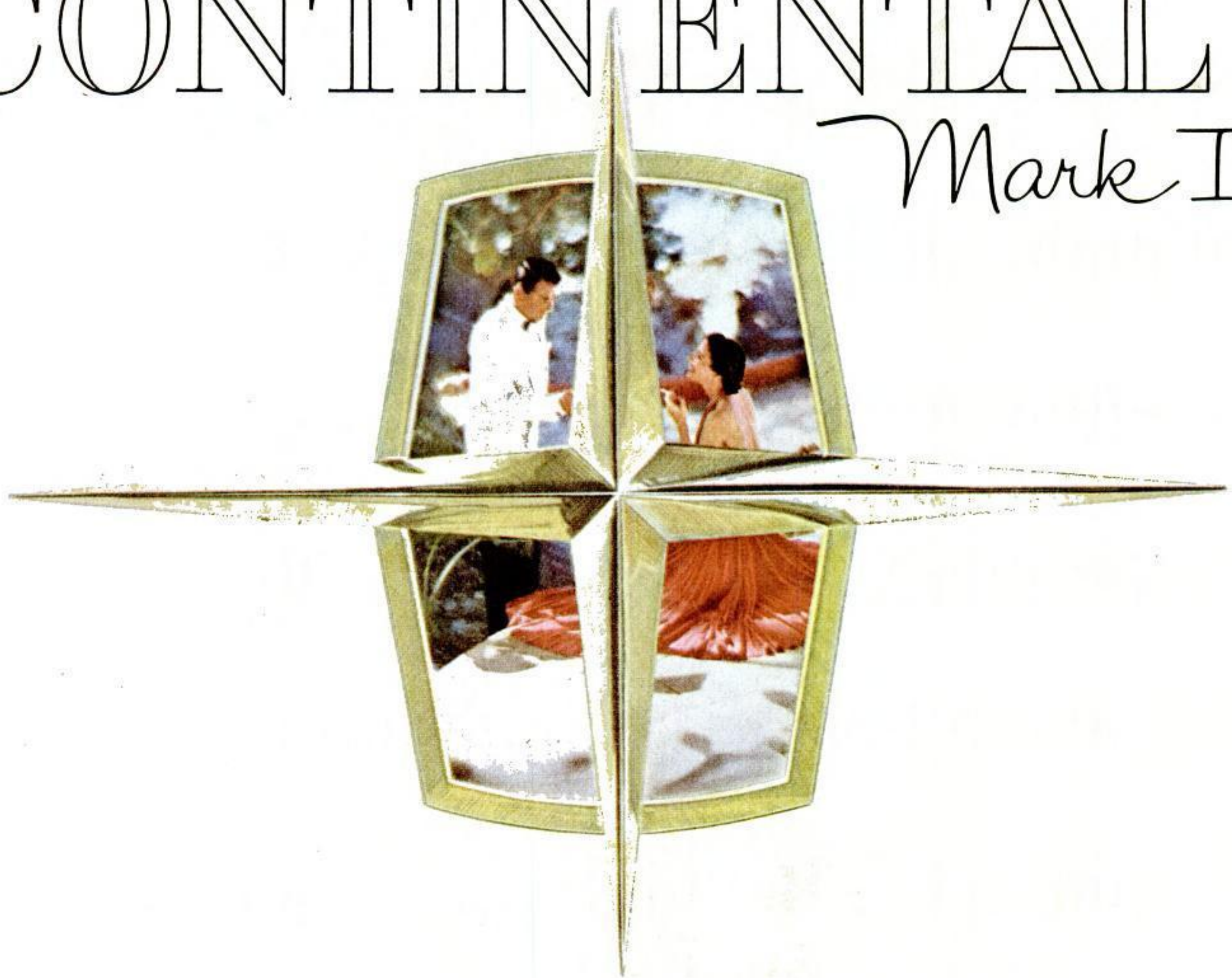


WINNING BARITONE Roald Reitan, 30, studied voice while selling appliances in Tacoma, Wash.



WINNING SOPRANO Teresa Stratas, 20, started singing at five in father's restaurant in Toronto.

The CONTINENTAL Mark IV



LINCOLN DIVISION • FORD MOTOR COMPANY

"Nothing is more simple than greatness..."

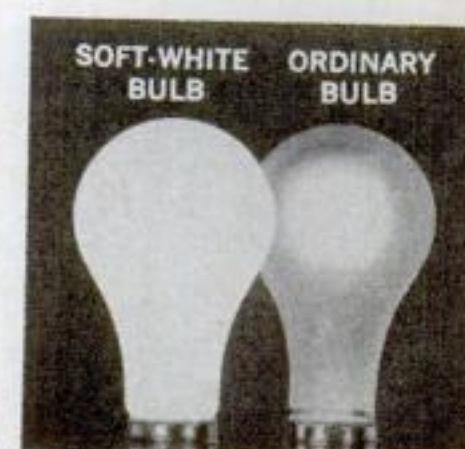
RALPH WALDO EMERSON

5 Special G-E bulbs greet



1. NEW GENERAL ELECTRIC SOFT-WHITE MAKES EVEN A BRIDE LOOK LOVELIER!

Here comes the bride—and the bulb—all dressed in white. This new G-E Soft-White bulb pampers eyes, melts away shadows, bathes complexions in soft, flattering light. Compare it with the ordinary bulb at right. See how it's evenly white-bright all over, with no hot spot. Unlike some white bulbs, it lets all the light come through. Hint: use G-E Soft-White where you can see the bulb or where the shade is thin—vanity lamps, bathroom fixtures, reading lamps. Only pennies more than regular General Electric bulbs. All sizes. Three-Way, too.



Spring in style...indoors and out

2. LOOK! NEW G-E 100-WATT BULB! SMALLER YET BRIGHTER!

Now you can get more light from lamps and fixtures where 100-watt bulbs just wouldn't go before! At left below: Customary 100-watt bulb size. At right: Amazing new G-E 100-watt Soft-White bulb! Now small as a 60-watt, it's brighter than two 60's... 5% more light than previous 100-watt bulbs, at no extra current cost, thanks to a new General Electric filament invention. RIGHT SHAPE, TOO! Graceful, tear-drop shape for efficient light distribution. Clamp-on shades won't pop off. Handy 4-Pack, \$1.12. Each, **28¢**



3. G-E SPRING GREEN SHOWS OFF YOUR GARDEN AT NIGHT

Turn your garden into a midsummer night's dream with General Electric Spring Green Coloramic bulbs in fixtures like this! Use Spring Green indoors, too. And try the 3 other decorator-approved G-E Coloramic tints. Sun Gold looks like summer sunshine. Dawn Pink peeps up furniture and draperies. Sky Blue makes small rooms seem larger. 75 or 100-watt, **29¢**



4. G-E FLAME-SHAPE BULBS LIVEN UP FIXTURES

Fresh decorative touch for ceiling or wall fixtures: 25 or 40-watt G-E flame-shaped bulbs. White, clear, flame tint, pink, ivory. 25 watt, **30¢**



REGULAR FLUORESCENT



NEW G-E HOME-LINE

5. LOOK YOUR NATURAL BEST WITH NEW GENERAL ELECTRIC HOME-LINE FLUORESCENT

What a change! Ordinary fluorescent (left) drains color from complexions, clothes, furnishings. But new General Electric Home-line fluorescents (right) bring out warm, natural tones. A special inner coating is the secret. Put G-E Home-lines in your kitchen to make

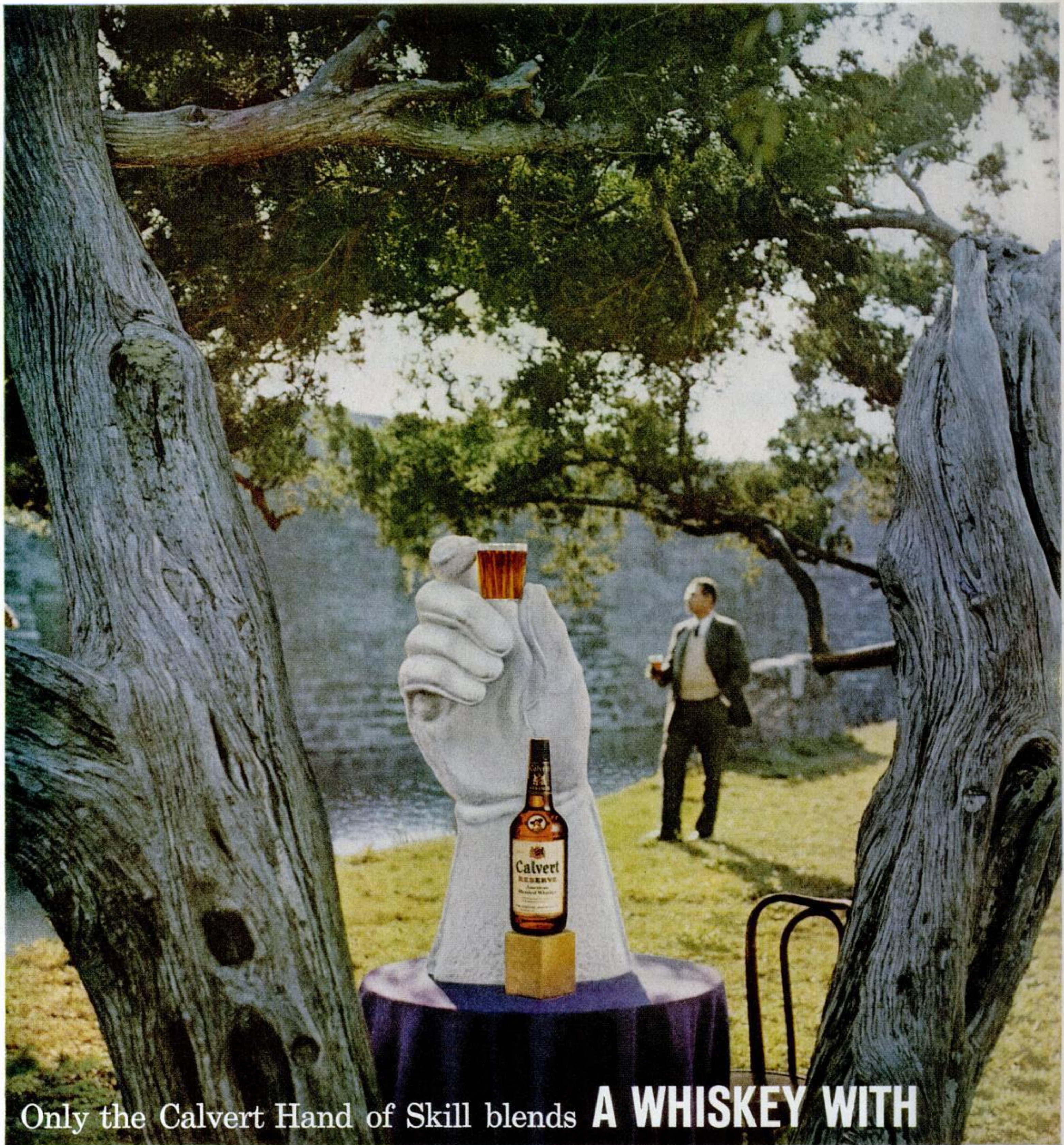
food look more appetizing. Let them create a dramatic lighted cornice in your living room. All standard sizes... 20-watt, **\$1.05**



Progress Is Our Most Important Product

GENERAL ELECTRIC





Only the Calvert Hand of Skill blends **A WHISKEY WITH**
SO MUCH POWER TO PLEASE!

Moments when no wish seems impossible, when the color and excitement of life are all around you—*those* are the golden moments! Linger over yours with Calvert Reserve. Calvert fits the mood. It's

blended to give you the full strength you want, the easy-going taste you've always hoped for. Taste Calvert Reserve soon. No other whiskey has so much power to please!

Calvert Reserve
 clear heads agree it's better

BLENDED WHISKEY • FULL 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • ©1959 CALVERT DIST. CO., N.Y.C.



Shy Unknown Becomes a Star

SUCCESS IS A TRIAL FOR MILLIE (ANNE FRANK) PERKINS

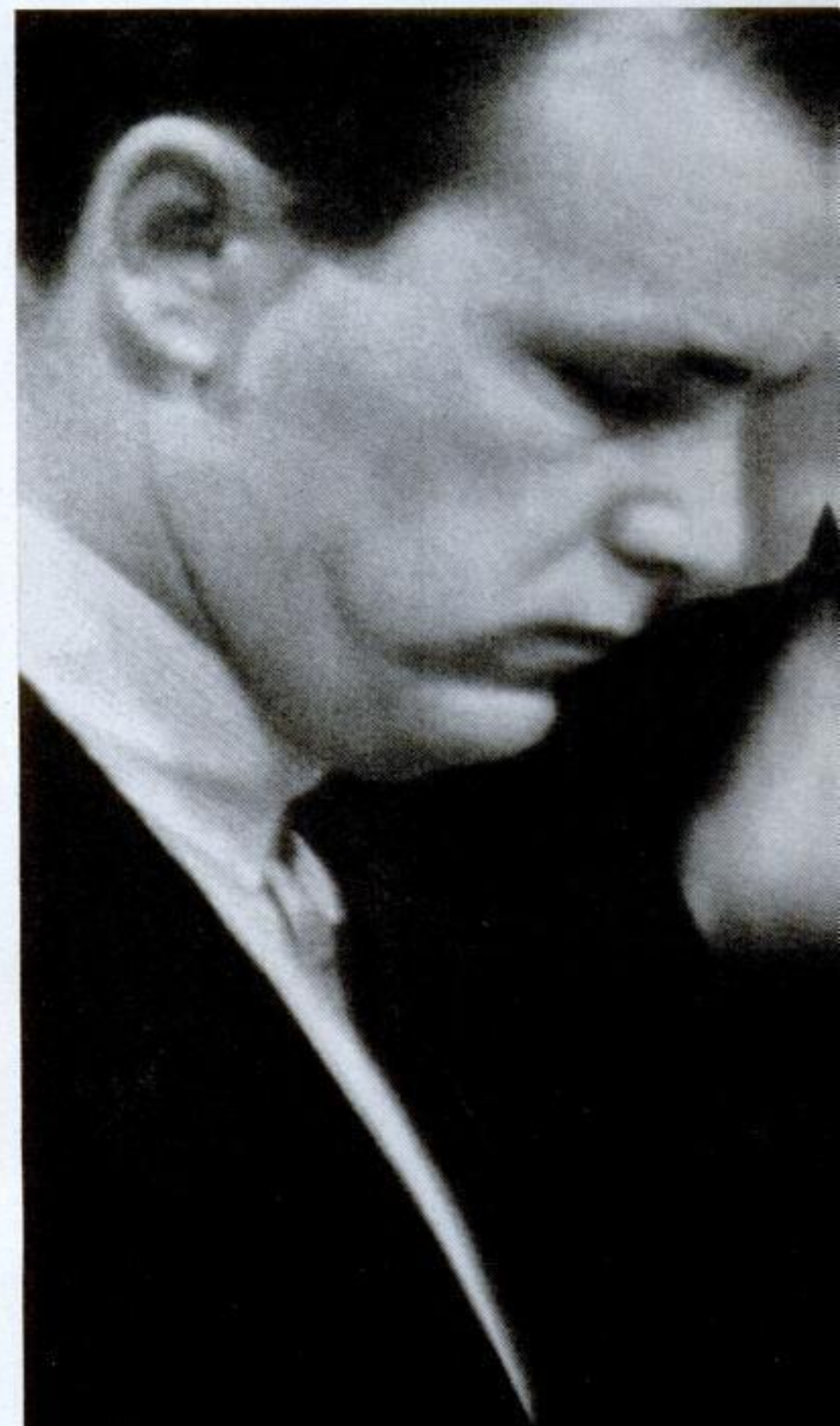
CONTINUED ON NEXT PAGE



WAITING TO RECORD DIARY, MILLIE HOLDS SCARF TO FACE AS SHE THINKS OF ANNE FRANK'S WORDS



One of Millie's strange ways of keeping her mind on her work is shown during recording of Anne Frank's words which open the film.



An Intense Girl Intent on Role

Peering over dark-rimmed spectacles as she surveys herself awkwardly aswim in a big, fancy Hollywood coat she does not like, the young woman on the preceding page is feeling her way into a new role—as America's newest and brightest young movie star. She is Millie Perkins. A shy but successful fashion model from Fair Lawn, N.J., Millie had never acted or faced the public when Director George Stevens chose her for the title role in *The Diary of Anne Frank*. But last week the film and its new star received resounding acclaim and Millie, as Director Stevens said, "no longer belonged to herself. She belonged to the public."

Learning that new role is more difficult for

Millie than learning to play Anne Frank. Like Anne, Millie is an intense, introspective girl. And Millie, whose insecurity is expressed in childish grimaces and touching, awkward gestures (*above*), easily became Anne Frank.

But as a Hollywood star, Millie must begin to act like something she is not by nature—and does not much want to become. She resents being asked to switch from her own clothes to the wardrobe Hollywood custom dictates for stars. "I don't dress like that in real life," she said. "I'm losing my conception of myself." Slowly, however, as the hectic days passed (*pp.* 124-127) Millie began to accept a little the trials and pleasures of her new success.



As she starts to read (*above left*), she begins twisting scarf around her head until (*right*) she is almost wearing it as a mantilla. When



Director Stevens (*below, with glasses*) stops to discuss a point, Millie wears the scarf as nose mask. "That day," Millie recalls, "I was engrossed

with Anne Frank. The scarf was like a prop, to keep my body loose. It was helping me, like a physical thing that was matching what I was saying."



CONTINUED



With disapproving grimace Millie studies face in New York salon. "Now I keep wondering if I'm pretty enough," she says.



With dubious pout she rejects dress on buying trip. Tiny Millie is hard to fit. Commented clerk, "She's size 5 going on 3."



REUNION WITH HER FAMILY WAS THE HAPPIEST MOMENT DURING THE BIG BUILD-UP FOR FILM'S



She collapses at elevator after buying gold brocade gown (in box)—"At least," she exclaimed, "I got one thing I love."

Millie ponders over diary a fan gave her, —→ hoping she would keep it like Anne Frank. She made only a few entries.

The Pressures at Approach of the Opening

One night shortly before the opening of *The Diary of Anne Frank*, Millie Perkins had a terrible dream. She was at the world premiere of her movie. Everybody else in the audience was immaculately attired in evening dresses and dinner jackets, but she herself was wearing her favorite old clothes: black knee socks, a black pleated skirt, a white blouse and a green corduroy jacket. In the darkness of the theater she was unrecognized.

When the lights went on, a corps of studio brass began a relentless search for her. Millie hid terrified behind her fingers and slunk deeper into her seat. Finally she was spotted. As she sat trembling she was told that everything was fine—it was O.K. for her to come out and she was forgiven.

The dream was only one reaction to the tremendous pressure under which Millie has been living and working. "I have never been able to work under pressure," Millie says, "and now it is endless. I hate people to recognize me. The minute they do they change, and then I can't be myself. In the past year I've hardly had a day when I could do what I pleased—or do nothing if I pleased."

The first time that Millie saw the completed film—at a sneak preview in San Francisco in February—was almost as bad as the dream: "My face broke out in a rash. It was gone the next day, but every time something like that happens I get so emotional I can't think. Every time I see the film I cry. I was just so nervous that night I was numb."

During the preview intermission Millie sat low in her chair, instinctively put her hands to her face. "All the time I had my hand to my cheek I knew they knew me, but I felt if I had my hand to my face they would not know me. I tried so hard to act natural, I think I looked phony."

The formal world premiere in New York presented more complications. Millie was actually making less in Hollywood—\$500 a week—than she got as a model in New York (it was a photograph of her in a fashion magazine that brought her to the movie company's attention). There had been a lot of expenses in Hollywood and more were to come now. She fretted that her folks would be pinched to buy clothes for the premiere so she sent them a check, saying it was a present from the studio. Her father, of whom she is extremely fond, is a merchant marine officer and she worried that he might be at sea when the film opened. As it turned out, two of her four sisters were too pregnant to come to the premiere but her father happily skipped a voyage to attend.

One of the rare pleasant incidents Millie can recall from the pre-opening period came after one of the previews: a tough-looking young man recognized her as he walked out and came over, saying with deep sincerity, "Honey, you looked great. Just great. I hope they don't cut you out of the picture." For once Millie was able to break out into a smile.

by DAVID ZEITLIN
LIFE Staff Correspondent



NEW YORK PREMIERE. WITH MILLIE IN HER ST. REGIS SUITE: SISTER CATHY, 13, FATHER, MOTHER





During intermission at New York premiere a nervous Millie, flanked by Ed Wynn and Shelley Winters, who star in film, hides face in hand. "There was so much commotion," she said, "I thought people would drag me out of my seat."



At the Hollywood premiere, a week later, Millie is flanked by Actor Dean Stockwell (left), her escort, and Director George Stevens, as she accepts congratulations of fan outside Egyptian Theater on Hollywood Boulevard.



Reading rave reviews, Associate Producer George Stevens Jr. tries to console Millie who was worried about single bad one.

Only adverse criticism, in New York Times, which said that Millie had not lived up to part, is read by young Stevens.

Then the Relief of Warm Praise

The film's two big premieres—first in New York, then in Hollywood—came in swift succession. The crowds pushed Millie and the flashbulbs bewildered her. "People I didn't know were grabbing at me," she said. Even worse was the worry over whether she had done a good job as an actress. "It would have been terrible," she moaned, "if they said the movie was bad."

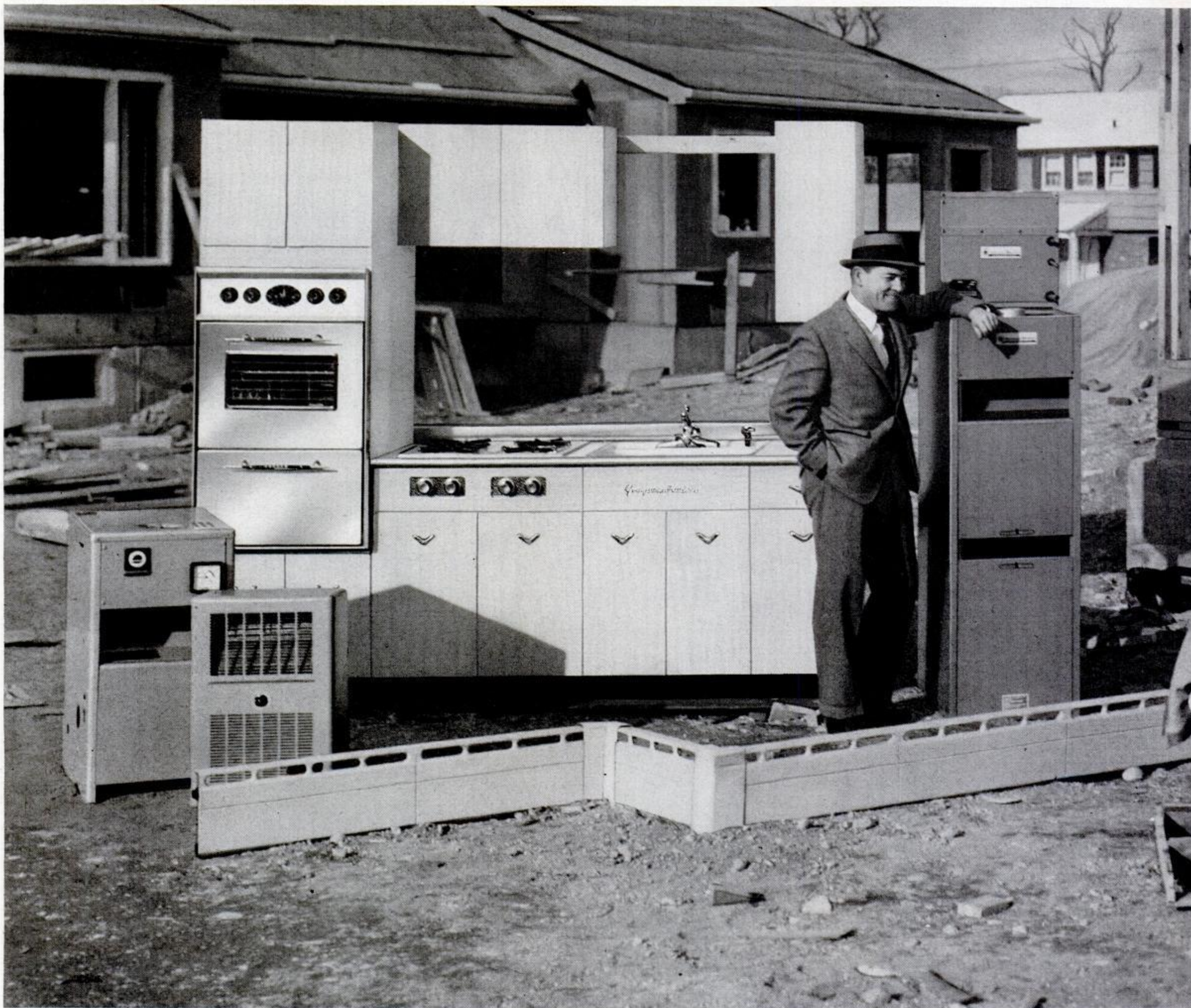
She need not have worried. Most critics in both cities said it was one of Hollywood's great films. And Millie's portrayal of Anne Frank was called "dazzling," "glowing," "sensitive." Once she knew she had been accepted critically it was easier to go through with the rest. She looked happy and elegant as, at a post-show party, she shared a victory toast (right) with the cast and director who had helped her so much. Her fear and insecurity all but worn off, she ventured a statement which for her was pretty optimistic. "After seeing the film and what other actresses are doing," she said, "I think I have as much chance as anyone."



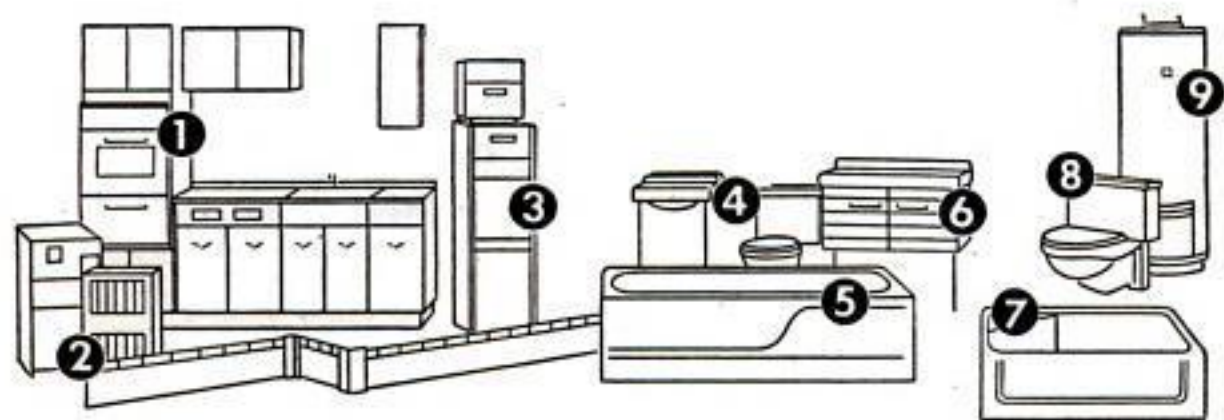


Now is the time to buy a new home!

PHOTOGRAPH TAKEN AT SWEET HOLLOW HOMES, HUNTINGTON, L.I., NEW YORK



MANY OF TODAY'S NEW HOMES FEATURE AMERICAN-STANDARD PRODUCTS — YOUNGSTOWN KITCHENS, YEAR-ROUND AIR CONDITIONING, PLUMBING, HEATING



1. Youngstown built-in wall ovens and table-top surface ranges take the work out of cooking, allow the most modern kitchen arrangements. Youngstown Kitchens now come in four wood styles—Fruitwood, Honeywood, Autumn Birch and Sandalwood.

2. American-Standard cast iron boilers are efficient, compact. They can be used with individually controlled Remotaire units (you can add cooling later)—or trim baseboard heating (creates a wall of warmth between you and winter).

3. The American-Standard Winter Air Condi-

tioner gives you warm-air heating at its best. Companion summer air conditioning (small unit on top of furnace) fits right into ductwork, can be installed when the house is built, or later. Keeps the whole house fresh, clean and cool—with just the right humidity—all summer.

4. American-Standard lavatories and toilets come in wide selection of styles, colors and sizes . . . have smooth, wipe-clean surfaces.

5. New Contour tub has unique design that offers easier cleaning, added safety, two handy ledges for shelf or seat. It comes in six fashion-blended

TODAY'S WONDERFUL NEW HOMES ARE BETTER PLANNED, BETTER BUILT AND BETTER EQUIPPED

If you're thinking about buying a new home, consider this: *the longer you wait, the more you're likely to pay.* According to the leading housing authorities, the long-term price trend is *up*, and home values right now—in 1959—are better than they're apt to be at any time in the foreseeable future.

And if you haven't seen any of the homes being built right now, you're really missing something. *Above all else, they make living so much easier and happier.*

Take the kitchens, for instance. They're *engineered* now—to save you time and work. And they're lovelier than ever, when they're done in the rich warm tones of the new wood styles by Youngstown Kitchens. Cabinets and built-in appliances have the smart wood look you like—and are easier to care for, too. *Wonderful kitchens!*

Great things have been happening to bathrooms, too. Many of them come with beautiful new American-Standard fixtures—lavatories and tubs that give you more comfort and convenience than ever before; toilets that are efficient, dependable. Fixtures built to *last*.

Dad's shower won't suddenly turn cold—and Mom won't run out of hot water halfway through the wash, either—with an American-Standard water heater in the house. These heaters are performance-rated—you get all the hot water you'll *ever* need.

And many new homes have central, year-round air conditioning—so *you* can control the weather indoors. American-Standard makes *every* type of heating and air conditioning system for *every* type of home in *every* climate.

Yes, today's new homes are marvelous buys. Why not drive out to inspect one of the model homes near you this very weekend?



AMERICAN-Standard and Standard® are trademarks of American Radiator & Standard Sanitary Corporation

colors—and white—in durable cast iron.

6. New Gracelyn cabinet-lavatory has one-piece, easy-to-clean china bowl and counter top . . . plenty of storage space below.

7. For second bathroom—the compact Restal tub. Measures only 38" x 39", has corner seat and low sides—ideal for bathing children.

8. New idea! American-Standard wall-hung toilet is completely off floor. Makes cleaning under and around easier. Durable Church seat and cover snap off for thorough cleaning.

9. Your family won't run out of hot water with an American-Standard water heater. It gives up to 25% more hot water than other heaters of same size. Gas or electric.

For more information about any of the American-Standard products shown above, just circle the pictures of the products you're interested in and send to us. American-Standard, 40 West 40th Street, New York 18, N. Y.



AMERICAN-Standard

SAVE \$5

ON A DE LUXE \$14.95

SAMSONITE KING-SIZE FOLDING TABLE



NOW \$9.95

REG. \$14.95

1/3 OFF!

LIMITED TIME ONLY

During April you can save \$5.00 on the famous Samsonite King-Size folding card table. On May 1st the price goes back to \$14.95. Don't wait!

This handsome Samsonite King-Size folding table is a nationally recognized value at \$14.95. It is an amazing buy at this low sale price of \$9.95. Look at all these features:

- King-Size top... 12% larger surface area.
- Chip-resistant, snag-proof baked enamel finish on the tubular steel frame and legs.

Samsonite's world-famous, strong-enough-to-stand-on construction.

- Exclusive "Slide-lock" action for easy folding.
- Wipe-clean "stain resistant" vinyl-upholstered top.
- Choice of 6 decorator colors.

If you have a gift occasion coming up, give this \$14.95 table, but buy it now at just \$9.95. At this low price, Samsonite is more than ever the big gift with the little price tag.

Choice of Samsonite folding chairs in matching colors:



\$7.95



\$8.95

All-steel frame, curved backrest, generously padded seat, tilt-proof construction, safety seat hinge, scuff-resistant, wipe-clean vinyl upholstery.

"Floating" back design, padded seat and back upholstered in wipe-clean vinyl, brass leg ferrules, protective plastic feet, smart tubing frame.

Samsonite

GREATEST NAME IN FOLDING FURNITURE

©1959 SHWAYDER BROS., INC., FOLDING FURNITURE DIV., DETROIT 29, MICH. MANUFACTURERS OF SAMSONITE LUGGAGE. AVAILABLE IN CANADA THROUGH SAMSONITE OF CANADA, LTD., STRATFORD, ONT., AT SLIGHTLY HIGHER PRICES.





WITH PARADE CONFETTI DAPPLING HIS HAIR, ALEX OLMEDO STANDS ON BALCONY OF THE CITY HALL IN AREQUIPA AND RESPONDS TO THE WELCOMING CROWD

Racket for Alex Back in Peru

Five years ago a scared Peruvian teen-ager picked up his racket, packed his bags and headed for California, the land, he had heard, where tennis players are made. He had heard right. Last week Alex Olmedo, 23 years old and self-assured, returned to Peru, the best amateur tennis player in the world and a national hero.

Qualifying for the U.S. Davis Cup team under a three-year residency rule, Olmedo had won the Cup from the Australians last winter almost singlehanded. Even though he had done this for another country, Peru turned out in wild welcome. A howling crowd of 20,000 met him at the Lima airport and 10,000 more greeted him in his home town of Arequipa (*above*). After an exhibition match in Lima, where he had once been barred from playing because of his peasant ancestry, Alex was decorated by the president of Peru. Overawed, the part-Incan athlete stammered, "I haven't done enough to deserve all this." Obviously Peru thought he had.

HAPPY TO BE HOME, Olmedo chats vivaciously on flight from Lima to Arequipa. This was his first visit home since he left the country in 1954.



CONTINUED

**Feel
No
Seams!**



**See
No
Seams!**

Exclusive! One-Piece Construction!

NEW! Seamfree Boxers*
by **Jockey**
BRAND

NO SEAT SEAMS TO CHAFE! NO SIDE SEAMS TO BIND!



Only Jockey brand boxers have it: a new, one-piece tailoring technique! Constructed from a single piece of cloth, these Seamfree boxers provide generous roominess where you need it. No seams to sit on... no seams to mar the flawless, smooth styling. And, of course, no creeping, no chafing, no binding—just the ultimate in comfort! Jockey Seamfree boxers wear easily, wash easily. You'll like them!

fashioned by the House of



Coopers

COOPER'S, INCORPORATED • KENOSHA, WISCONSIN

*PAT. APP. FOR



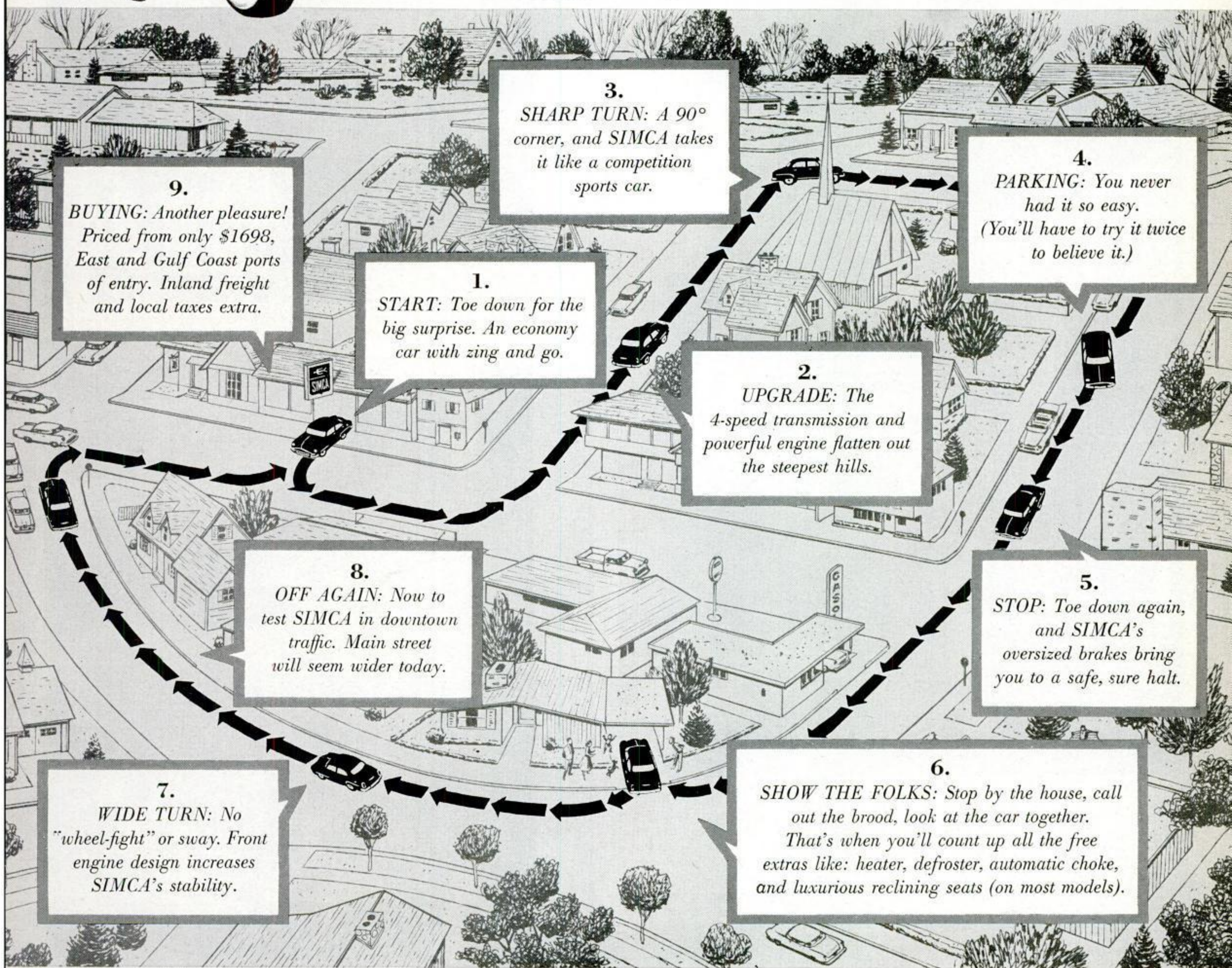
SHOWING THE HOME FOLKS, Olmedo serves in exhibition match in Arequipa beneath 20,000-foot-high El Misti. The Davis Cup was also on display.

CONTINUED



This is the test...

that hundreds of SIMCA dealers would like you to try. For once you do, you'll know the truth. That of all imported economy cars, Chrysler Corporation has brought you the finest.



9.

BUYING: Another pleasure! Priced from only \$1698, East and Gulf Coast ports of entry. Inland freight and local taxes extra.

3.

SHARP TURN: A 90° corner, and SIMCA takes it like a competition sports car.

4.

PARKING: You never had it so easy. (You'll have to try it twice to believe it.)

1.

START: Toe down for the big surprise. An economy car with zing and go.

2.

UPGRADE: The 4-speed transmission and powerful engine flatten out the steepest hills.

8.

OFF AGAIN: Now to test SIMCA in downtown traffic. Main street will seem wider today.

5.

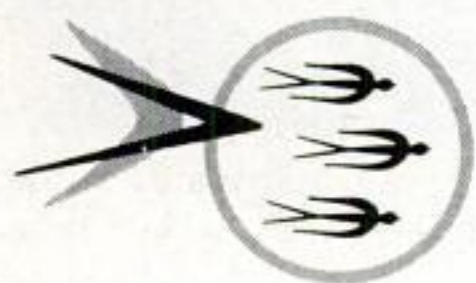
STOP: Toe down again, and SIMCA's oversized brakes bring you to a safe, sure halt.

7.

WIDE TURN: No "wheel-fight" or sway. Front engine design increases SIMCA's stability.

6.

SHOW THE FOLKS: Stop by the house, call out the brood, look at the car together. That's when you'll count up all the free extras like: heater, defroster, automatic choke, and luxurious reclining seats (on most models).



SIMCA

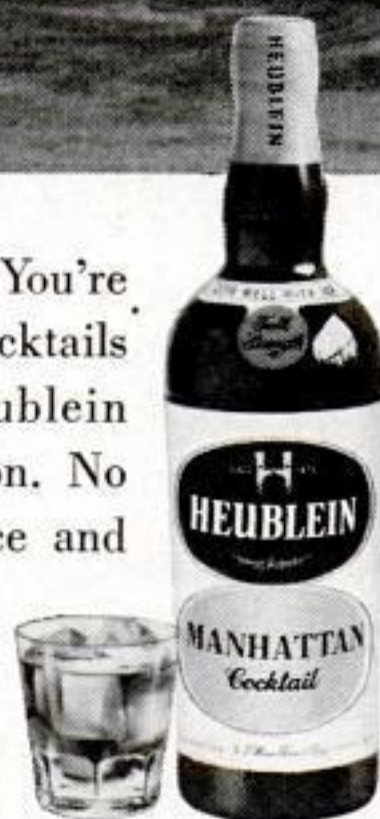
IMPORTED FROM PARIS BY CHRYSLER

SIMCA now offers you a choice of 5-passenger cars (96.2 inch wheelbase) or the luxurious new 6-passenger Vedette V-8 and Ariane 4 (106 inch wheelbase). And SIMCA economy can save you hundreds of dollars per year on gas alone.

SALES, PARTS AND SERVICE THROUGHOUT AMERICA • OVERSEAS DELIVERY, TOO
SIMCA SALES OFFICE, CHRYSLER MOTORS CORPORATION • DETROIT 31, MICHIGAN
IN CANADA, SIMCA SALES OFFICE, CHRYSLER CORPORATION OF CANADA, LTD. WINDSOR, ONTARIO



How wise to relax before dinner! You're ready for a cocktail—and your cocktails are ready for you! Delicious Heublein Cocktails, ready-mixed to perfection. No work. No fuss. Simply stir with ice and serve—or pour right on-the-rocks.



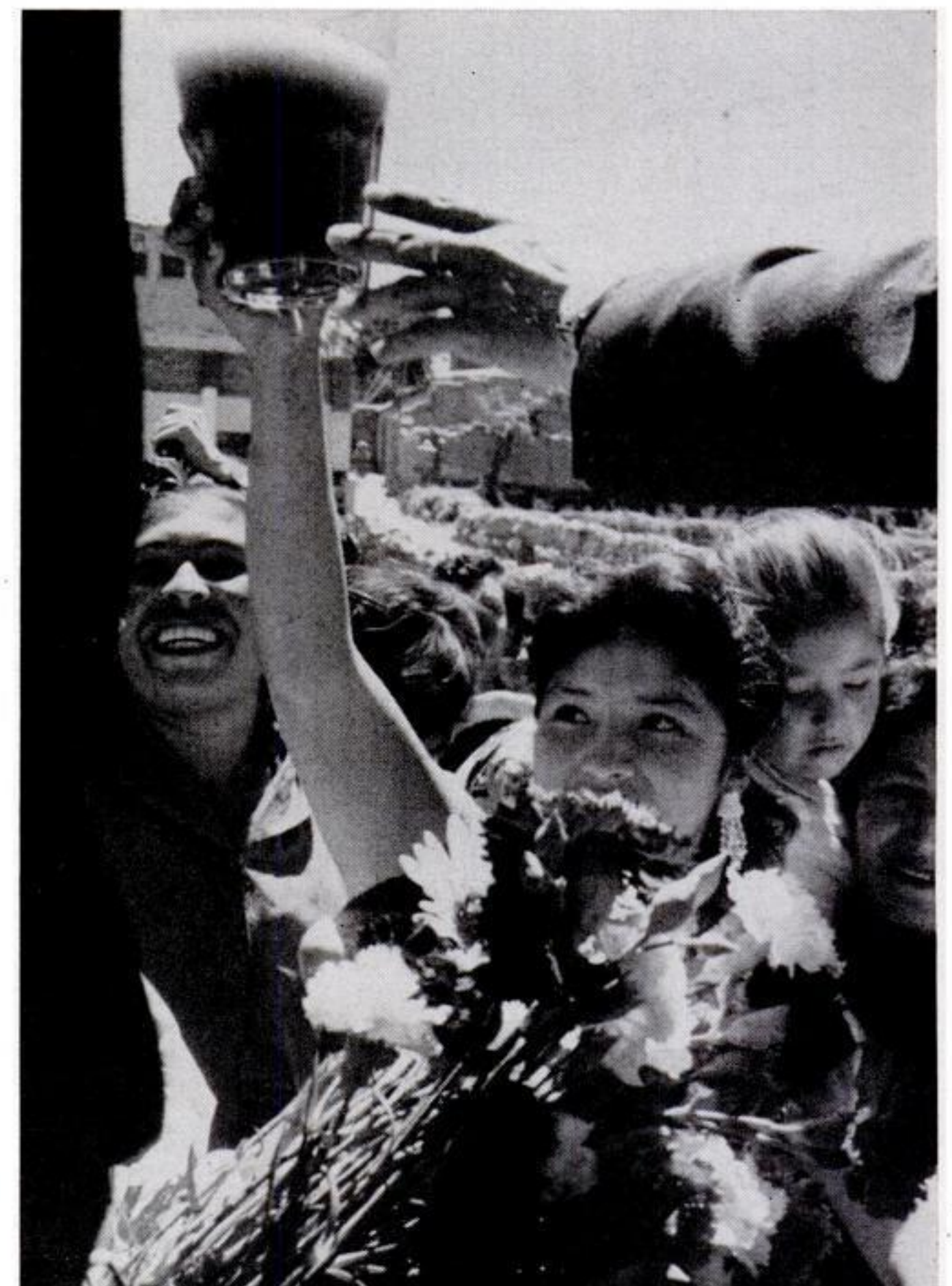
NEW—BETTER THAN EVER! ALWAYS READY TO SERVE. MANHATTANS—65 proof, made with private stock blended whiskey and finest vatted vermouth. EXTRA DRY MARTINIS—75 proof. And 8 other popular kinds. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

you've got it made with
HEUBLEIN COCKTAILS

Smart Idea: pour on-the-rocks straight from the bottle.



FLORAL TRIBUTE, presented by little girl, is held by Olmedo as confetti, rose petals and rice rain down on him from Arequipa balconies and windows.



LIQUID OFFERING, a glass of local brew called *chicha*, is taken by Alex from girl during motorcade through home town. Other gifts included stalks of corn.

CONTINUED

Why people who like people like Dial

It's the soap with AT-7 in it—and no other soap has such an effective deodorant. It's that simple. People who want friends and are friends want the best protection against perspiration odor they can get. And that's Dial Soap!



Aren't you
glad you use
Dial Soap!



(don't you wish everybody did?)

FARAH[®]
OF TEXAS

The **Quality Name**
in Wash 'n Wear Casuals
for Men and Boys

Finer polished cottons...
made better to look
better and wear better.
Insist on genuine
FARAH OF TEXAS
Wash 'n Wear
Casuals.



Gold Book
FLAP-BACK
Slacks

Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

FLAP-BACK
Walking Shorts

FLAP-BACK
"Little Farahs"

TRAIL BLAZER
Camp Shorts

SAND DABBER
Play Pants
Easy-to-Iron, Washable Twill

SOLD IN MEN'S AND BOYS' DEPARTMENTS
AT BETTER STORES EVERYWHERE

FARAH MANUFACTURING CO., INC., EL PASO, TEXAS

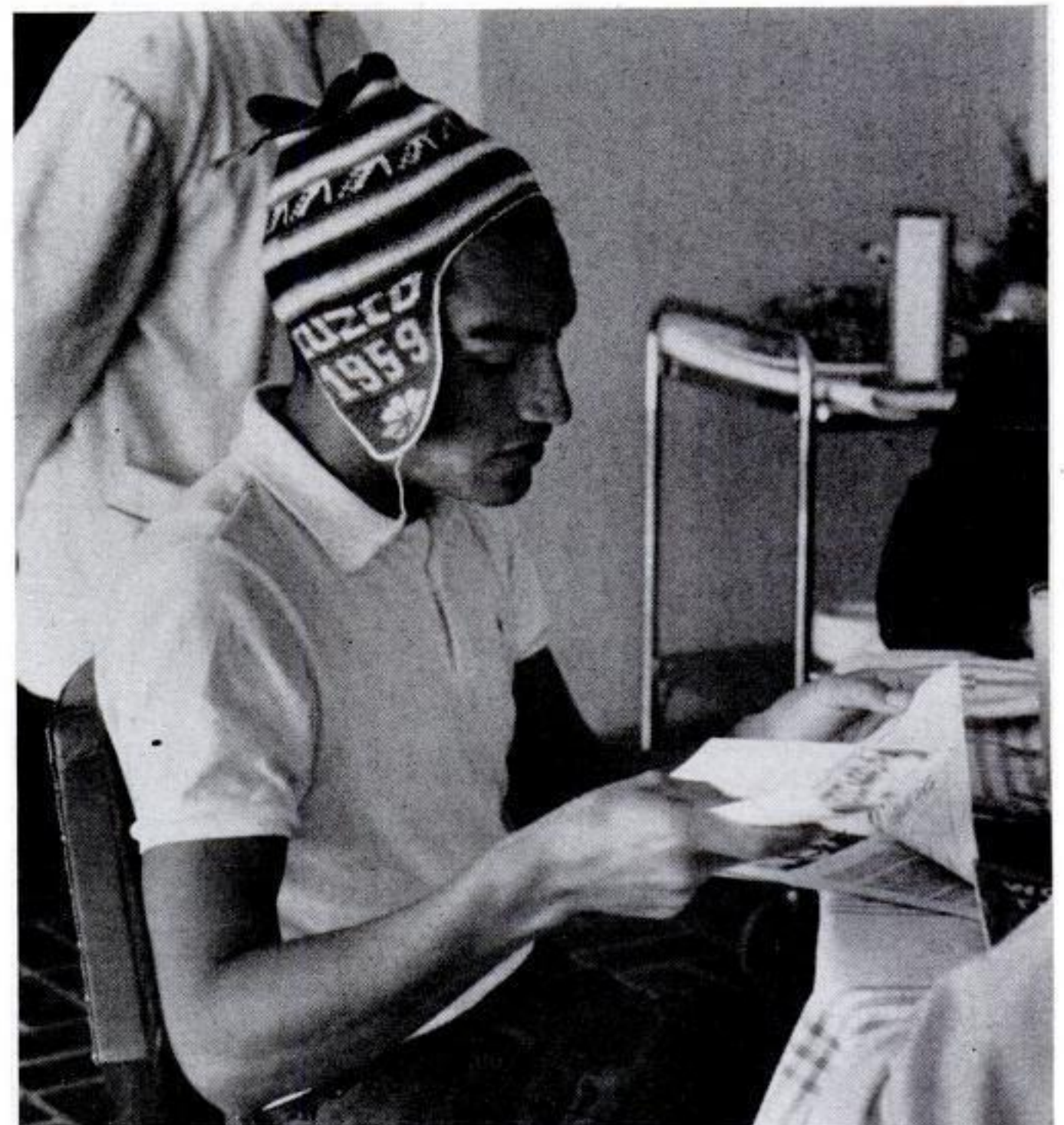
ALEX IN PERU CONTINUED



TAKING TIME OUT during match, Olmedo has another drink of *chicha*. At right is his rival in exhibition matches, Davis Cup teammate Earl Buchholz.



HOME-COOKED MEAL of roast guinea pig is shared by Alex (left), mother, and brothers Jaime, 5, Mario, 25. His father is tennis club caretaker-coach.



WEARING A CHULLO, an Indian wool hat, Olmedo takes a breather in Arequipa hotel. Alex, a senior at USC, took trip home during Easter vacation.



FOUR ROSES SOCIETY attends the fireman's ball!

(Join 'em)

They might not know a hook from a ladder, but these boys have exactly what it takes to make the evening a success. Namely, Four Roses—the flavor that founded a Society.

Only one whiskey could possibly be so popu-

lar with so many . . . only a whiskey with full strength and a perfect blend of smoothness, too. Only gloriously mellow Four Roses.

The fire's out. The flavor's in. Join and enjoy none other but Four Roses tonight.

FOUR ROSES — No other full-strength whiskey is so smooth!



86 proof. Same great quality. New popular price.



Put yourself in this picture...the Insured Savings and Loan way

It may be easier than you think to own that dream house. Last year almost 1,000,000 families did it through Insured Savings and Loan Associations—the best of all places to go for a home loan. These associations, managed by experts in home financing, make more home loans than any other type of financial organization—one out of every three in the nation. Save for your down payment at these associations, too. Then your savings record will be established when you're ready for your home loan. Let your nearby FSLIC-Insured Savings and Loan help you today.

©This message is sponsored by The Savings and Loan Foundation, Inc., 1111 E Street N.W., Washington 4, D.C.

Where you save does make a difference!



THE QUEENS OF FICTION

Keyes, Caldwell, Ferber reign perennially over best-sellerdom

by ROBERT WERNICK



Three Routes to

THE lofty peaks of best-sellerdom, the goal of every novelist, are traditionally difficult to scale and, even for those writers who do manage to make it once, almost impossible to revisit. But there are three American novelists who have climbed to the top not once or twice but over and over again. In so doing they have established themselves as an elite among U.S. fiction writers, at least in terms of worldly success. All three are women: Edna Ferber, Frances Parkinson Keyes and Taylor Caldwell. All seem to have discovered a sure path to the heights, and one or another of them has tramped the route almost every year since the 1920s.

These three queens of American fiction are the standard-bearers of the big, old-fashioned novel, the kind that releases onto a variegated landscape swarms of characters who climb, crawl, fight, weep, stagger and triumph through a cavalcade of marriages, infidelities, deaths, grandchildren, earthquakes, whooping coughs and wars. The three queens are not problem novelists, like another perennial best-seller, Pearl Buck, who has recently taken to examining the difficulties of someone with a western background involved with someone from the Orient. Nor do these three ladies rely on the exotic charm of heathen rites or 18th Century costumes, or bow down before the current fictional idols of Violence and Sex. ("Decent and intelligent people," says Mrs. Keyes, "do not turn their bedrooms into brothels.") At their very different levels of literary competence and taste all three ladies offer as their main theme the pageant of American life in the present and the recent past.

As it emerges from their books, this area of the U.S. culture is a peculiarly feminine province. In Miss Ferber's novels the women often dominate the men; in Mrs. Keyes's the heroines tend to be gracious homebodies who rise to the occasion when the heroes fail; in Taylor Caldwell's books the female millionaires are at least as unscrupulous as the males. In fact all three writers have a knack for striking feminine portraits—and properly so, for they are a set of striking personalities themselves.

Edna Ferber is small, peppery, restless, cosmopolitan, a Midwesterner transplanted to Park Avenue. She learned to write on a newspaper and retains a copy editor's flair for strong simple themes and brisk sentences. Bold strokes. Challenges. Controversies. Crusades.

Frances Parkinson Keyes is a *grande dame* from Boston, and in the main she writes about people of wealth and refinement. Her characters are found in richly decorated homes and richly decorated gardens, form relationships with other people of more or less similar backgrounds, eventually producing children who, as they grow up, form further relationships in similar homes and gardens, setting a pattern which the third generation tries only halfheartedly to break.

Taylor Caldwell is a Buffalo housewife who writes frenetic prose about overgladular persons of enormous wealth who snarl and conspire against one another in oak-paneled rooms turgidly lit by flickering torches amid the plangent wails of orphaned adjectives.

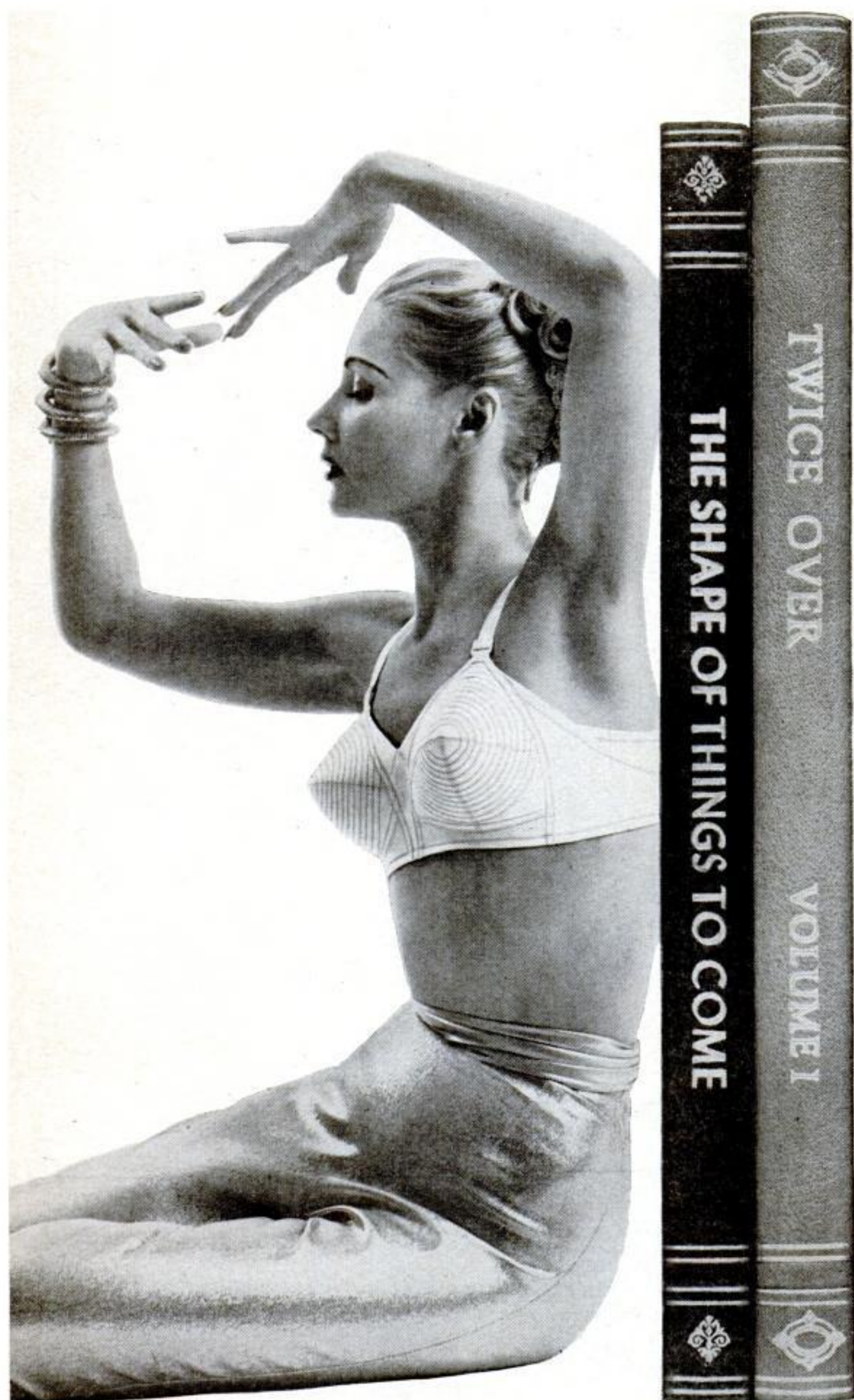
Yet for all their differences the world clasps them indiscriminately to its bosom: in hard covers and book club distributions their 54 novels have sold 17,172,252 copies in the U.S. alone. Paperback printings add another 8½ million. Mrs. Keyes leads in total sales but is tied with Miss Caldwell in the number of novels produced. It is generally agreed that Miss Ferber leads in literary quality.

Whatever their individual differences and triumphs, all three ladies bring to their profession extraordinary vigor, imagination and zest. They love to tell long, colorful, complicated stories, and such is their skill that hordes of American readers find them fascinating and delightful. Whenever a new Ferber or Keyes or Caldwell novel appears, legions of devotees automatically rush to the bookstores, money in hand, eager to start the book on its way to best-sellerdom.

The three ladies watch their sales figures carefully. In view of their wide and passionate acceptance by the public, they understandably share a certain bitterness at the failure of the critics to rate them as



DOING RESEARCH IN ALASKA,



*I dreamed
I was bookends...*

Look for TWICE-OVER* with stitched
broadcloth cups—in this dreamy package!



© 1959 MAIDEN FORM BRASSIERE CO., INC. NEW YORK 16, N. Y. *REG. U.S. PAT. OFF.

Fame and Profit

authors of the first rank. Miss Ferber especially is resentful. She has earned the high honor of a Pulitzer Prize (for *So Big* in 1924), she is read in schools, she has been praised by Kipling and Barrie, and she does not like being seated at any literary second table. Call her a best-seller to her face and she will turn on you with one of her famous tirades—against all high-brows who think only unpopular books are good (“How about a popular author called Shakespeare? How about the Bible?”), against critics who are awe-struck by the “Nobellity” (meaning people like Pearl Buck who won the Nobel Prize), against



FERBER BRAVED ICE, SNOW

Faulkner's *A Fable* (“Don't tell me you know what it means”) and Pasternak's *Dr. Zhivago* (“Can you tell the characters apart?”) or against Hollywood which loves her strong plots and strong characters but softens and sentimentalizes them (so that, for example, her psychotic oilman Jett Rink in *Giant* goes down into American folklore in the guise of poor mixed-up Jimmy Dean).

The Ferber tirades are as characteristic as the Ferber charm and wit. They are frequently supplemented by multipage letters handwritten in green ink, and sometimes by feuds that last for years. In the old days she was a member of the brilliant, wisecracking, game-playing crew of writers that met at the illustrious Round Table of the Hotel Algonquin in New York. Her tongue was as sharp as any of theirs, and she

could hold her own with professional wasps like Alexander Woolcott (whom she once called the “New Jersey Nero,” to change a warm friendship into a feud which ended only with his death).

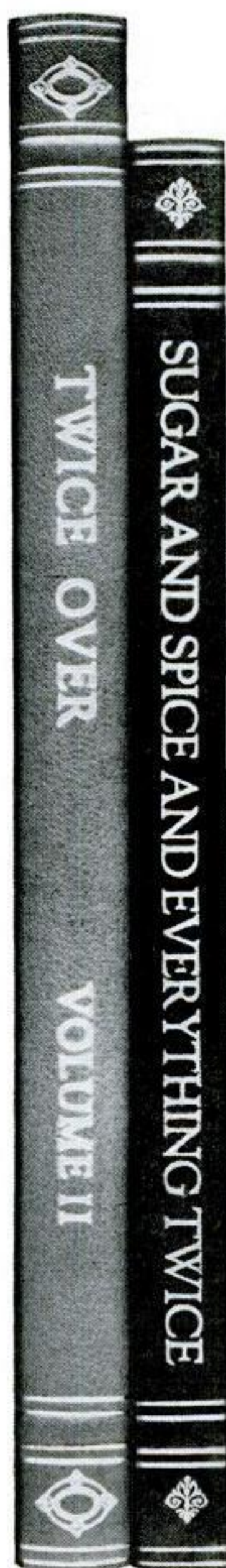
It is all part of the immense Ferber vitality. Slowed up a little now by the torments of an eye ailment called trigeminal neuralgia, or *tic douloureux*, she still does everything with a maximum of intensity and self-absorption. Her friends have often wondered what would happen if all her energy were directed outward into public life. Every so often a bit escapes, as when reporters badgered her for some kind of statement as she stepped off a ship coming back from Europe and she told them the streets of New York were disgustingly filthy. Other people say it every day, but it was Miss Ferber who set the whole metropolis in an uproar.

Variations on what Miss Ferber might have been can be found in any one of her novels. In all her books there is a recurring figure of a quick-witted, high-spirited girl who takes on the conflicts and disappointments of a man's world. Sometimes the plot calls for this heroic female to play second fiddle to a superheroic male, but there is always something a bit tinny and hollow and Hollywood about him. It is the woman who rings true and gets the work done, whether she walks out on a mad husband to earn a living as a newspaper reporter in far-off 1911 (*Dawn O'Hara*) or marries a Dutchman and makes a career in the Chicago vegetable markets (*So Big*) or marries a Mississippi River gambler and introduces Negro spirituals to vaudeville (*Show Boat*) or tames the Oklahoma frontier (*Cimarron*), or subdues Creole snobs and New York plutocrats (*Saratoga Trunk*) or marries a Pole and refertilizes Connecticut (*American Beauty*) or in her apogee takes on the whole rotten-rich state of Texas (*Giant*).

A sedate upbringing

NONE of these careers would have been unthinkable for quick-witted, high-spirited Edna Ferber herself. She has, however, led a much more sedate life. She was born in Kalamazoo in 1885 and brought up in Iowa and Wisconsin, in the warm, small-town, middle-class Jewish family life she celebrated in her lively autobiography, *A Peculiar Treasure*. She had an idea she was marked out for the stage, a notion that was strengthened when she won first prize in an elocution contest at Madison. She cultivated theatrical voice and gesture, and the Bernhardt illusion remained with her until she was past 50. At that time she actually appeared for one week in a performance of one of her own plays, *The Royal Family*, and found that the boredom

CONTINUED

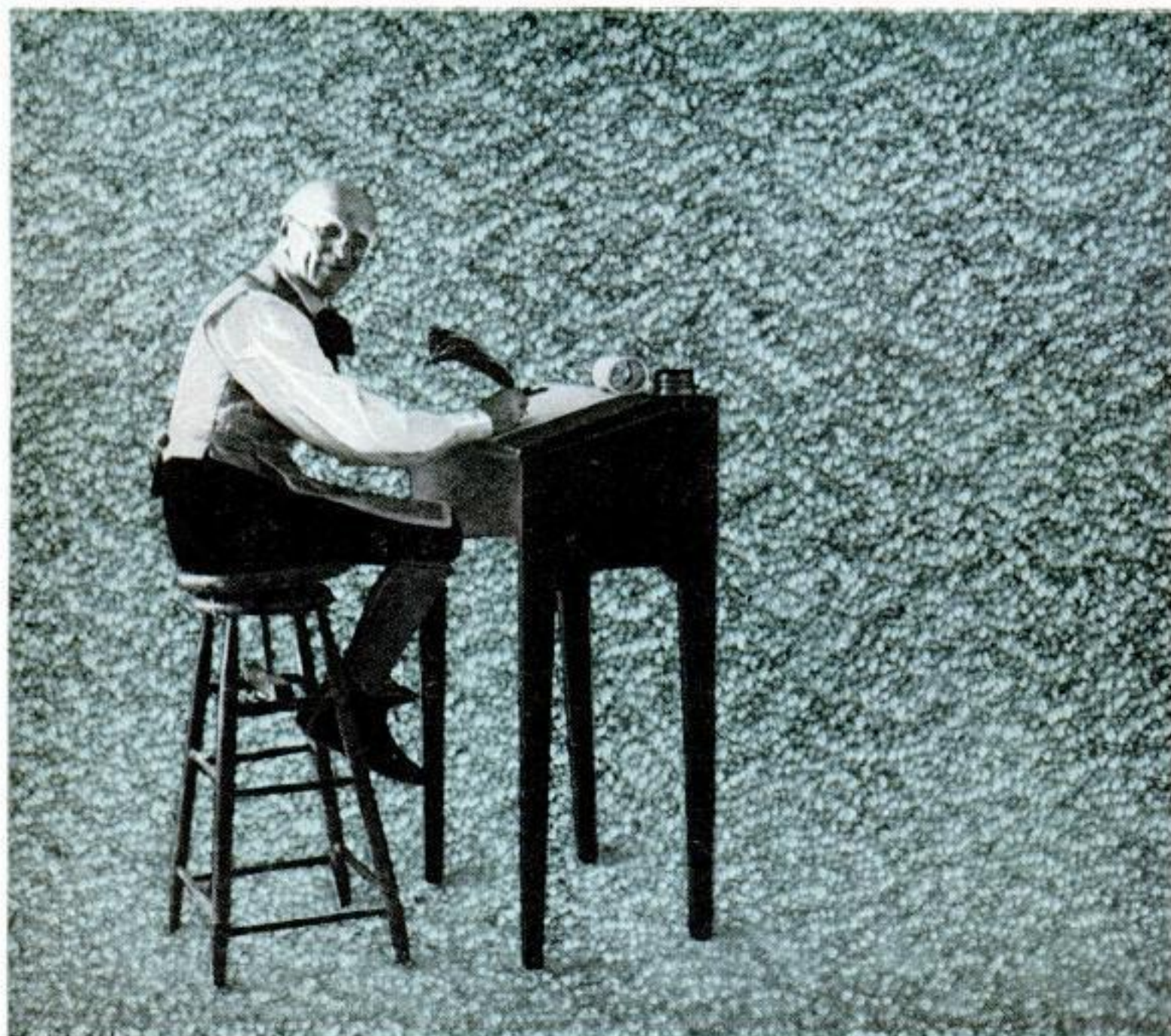


*in my
maidenform* bra!*

And what's supporting *me*? TWICE-OVER* — world's most *exciting* elastic bra — with doubled elastic *all* the way around the back. Feels, fits, *looks* like no other bra. Marvelous Maidenform TWICE-OVER* — now in *two* exciting editions! A, B, C cups 3.95—D cup 4.95

Now! A brand new TWICE-OVER* with embroidered nylon cups!





Mr. Smith has come a long way since 1845

This fine old carpet craftsman may not be inscribing his progress by hand anymore, but no matter how modern his methods, Mr. Smith has never forgotten that making beautiful, long-lasting carpet is an old-fashioned art. A fine example of weaving achievement is new "Baton Rouge", the carpet shown. This handsome carpeting with its unusual multi-level "Creole Texture" is thicker, more luxurious than any conventional loop-pile Wilton. Its nubby, bulk-spun all-wool yarns assure you of more beauty and longer wear. In 8 light, airy contemporary colors. About \$13.95 a square yard. Ask about easy payment plans. Slightly higher in the West.

Alexander Smith 

EVERSHARP RUGGED POWER MOWER

now ends grass cutting headaches!



Looks better! Engineered better! Cuts smooth, even thru thick wet grass. Easy running even on hills. Automatic starting. Handle controls. Heavy duty engines for years of trouble-free service. Safety features. Economical to buy and operate.

Self-propelled or push type... rotary... reel, or the famous Ride-A-Mower... there's an EVERSHARP in the size that's best for you. Look for it at your dependable dealer. Write if not available locally. Don't accept a substitute.



EVERSHARP LAWN MOWER CORP.
ST. LOUIS 8, MISSOURI
Makers of dependable, low-priced chain saws and farm tillers. Literature available.

NEW
Plasti-Kote
CAR COLOR
TOUCH UP SPRAY
MATCHES ORIGINAL CAR COLOR
Plasti-Kote, Inc., Cleveland 5, Ohio

FIX-IT WITH
DURO
PLASTIC ALUMINUM
PLASTIC RUBBER
PLASTIC PORCELAIN REPAIR
At fix-it counters everywhere
WOODHILL CHEMICAL MFG. CO. Cleveland 14, Ohio

Instant Relief!
TOOTHACHE
SORE GUMS
TEETHING PAINS
GUM BAHM
Just Apply SEVEN STAR
Only 59c at drug stores. Ask for Gum Bahm by name.

TRIPLE XXX
Rose Maker
Famous fertilizer. Grows 6-inch roses 'most anywhere! Try it and win prizes. See your dealer or write:
STADLER FERTILIZER CO.
1012 DENISON AVE., CLEVELAND 9, O.

Switch to Morrow
TOMORROW'S FINE FURNITURE
...TODAY
TAILORED
For Today's Gracious Living
LIVING ROOM AND
BEDROOM FURNITURE from \$99.95
At Your Favorite Furniture Dealers or write to
Morrow Furniture
A DIVISION OF LITTLE ROCK FURNITURE MFG. CO.
LITTLE ROCK, ARKANSAS... SINCE 1900
©LRFMC



FULFILLING AN OLD AMBITION, Edna Ferber went on the stage for a week to act in her own *Royal Family* with Louis Calhern. It bored her stiff.

FICTION QUEENS CONTINUED

of saying the same things over and over was driving her balmy.

She found the true outlet for her restless, inquisitive nature when she went to work at the age of 17 for her home-town newspaper, the Appleton, Wis. *Crescent*, for \$3 a week. She was a reporter, and soon proved to be the best they had. She moved to a paper in Milwaukee, then to national fame with her clever, snappy stories about Emma McChesney, the first of the clever, snappy career girls to turn up in American fiction. There are many other firsts in the Ferber career: she was the first author to write in a national magazine of a nice girl giving birth to an illegitimate baby (*The Girls*, in *Woman's Home Companion*, 1921), the first lady author to do research in such unladylike places as a Manhattan garbage incinerator (for the story *Nobody's in Town*, 1937) and fish canneries near the Arctic Circle (for *Ice Palace*, 1958), the first writer of any description who could bludgeon Hollywood into taking only a lease on a book instead of buying it outright.

She looks as if she must always be on the go, but—except for a few years when she tried to go back to the soil on 116 acres of Connecticut orchard and pasture—she has spent most of her life in comfortable apartments in Manhattan. She has never married, and her private life has never been matter for the gossip columns. She is always raging against New York's stifling air and dirt, but she leaves it only for quick hops to Europe or to Elizabeth Arden's Maine Chance farm in Arizona or to gather material for her novels.

These novels have covered most of the U.S., quite by accident she insists, each theme being chosen as the result of a chance remark that fired her imagination. One friend told her how show boats used to steam up and down the Mississippi, and off she went looking for a surviving one. Another friend had an anecdote about the fantastic Osage oil millionaires, and she was on her way to Oklahoma and *Cimarron*.

Whatever the region, she explores it in whirlwind, uniquely Ferber style. She reads mountains of books and old newspapers and searches courthouse records. But she spends little time on the spot, not wishing to miss the forest for the trees. She was all of 13 days in Oklahoma for *Cimarron*, hopping birdlike over the oil-soaked landscape from oldtimer to Indian chief. She spent just three days in the Connecticut setting of *American Beauty*. She gave Texas three weeks for *Giant*.

Her research may be rapid but it is not slapdash, and her reporter's eye and ear can be uncomfortably accurate. The region affected generally sets up a howl when the book comes out. Texas, in particular, was filled with falsetto shrieks because *Giant* intimated that its inhabitants were somewhat coarse. Readers malevolently combed the book for errors of fact, the worst of which seems to be that she had Texas oilmen flying private DC-6s in 1952 when the first such plane was not in use before March 1953.

The author could not waste too much time on their complaints. She was busy in Alaska researching her next book, *Ice Palace*.

There are not many novelists who could match Miss Ferber's pace, and there are still fewer who could store up such a wealth of solid material in such a brief examination of the premises. Most writers who take their regional research seriously spend months at it.

When Frances Parkinson Keyes fixes upon a region as a setting for a novel, there are no Ferberlike flittings. She moves in, she sits down in the middle of it, she may stay for years, visiting and researching. She will not write of a place where she has not shopped and cooked and kept house. She is scrupulous about recording in her prefaces the names of all those who have provided her with background material. For 1954's *The Royal Box* she lists 19 sources, including Captain the Honorable Jack Mitford, who made sure her English characters were not speaking American, and the secretary of the Oklahoma State Board of Education, who gave her data about Oklahoma's

CONTINUED

Ever
hear the
story
about
the
traveling
salesman...
and his
miracle
Viracle
suit?



Once there was a traveling salesman who covered three states in two days with one suit. It was a sultry, sticky summer. But his was a Viracle suit by Hart Schaffner & Marx, so he was cool and comfortable. This helped him feel confident, which helped him make sales.



Sometimes, he drove for hours to see a customer. Even all this sitting didn't take the crisp look out of his Viracle. It was a blend of Dacron and worsted, a wrinkle-resistant miracle fiber (many years and improvements ago, the first Dacron suit wore a Hart Schaffner & Marx label).



The traveling salesman stopped at a motel for the night, took off his Viracle suit and hung it in the closet. He calls the hanger his "Viracle valet." Back in the home office, auditors are fascinated by the fact that there's rarely a pressing charge among his expense vouchers.



On the second morning, his Viracle suit looked as fresh as the day before. And during all his calls, he experienced the satisfaction of knowing he was well-dressed. Happy ending to the story? You, too, can breeze through summer in the comfort of a Viracle suit—available at stores which feature Hart Schaffner & Marx.

HART SCHAFFNER & MARX

"An experience I'll never forget!"



You will agree the first time you try The Lowrey Organ...

It's easiest to play of all musical instruments!

You needn't even play at first. Just experiment with the keys and let the rich sounds of The Lowrey well up around you. Pick out a simple tune with one finger and thrill to the way The Lowrey transforms it into magnificent melody.

This is the way thousands of people have discovered a wonderful new way to enjoy music. Men and women who never considered themselves "musical" have found themselves playing several pieces on The Lowrey within just a few days—or even a few hours!

You can share this experience simply by visiting your nearby Lowrey Organ Studio. (It's listed in the Yellow Pages.) There you will have an opportunity to play The Lowrey by yourself, in a private room. Or, if you prefer, phone your Lowrey dealer and arrange

to have a Lowrey brought to your home for a few days' free trial, complete with Lowrey's unique do-it-yourself instruction material.

Either way, you will be convinced of the truth of our statement that this is the world's easiest-to-play musical instrument. Equally important, you will see that The Lowrey's ease of playing does not depend on musical shortcuts that you could outgrow as your ability develops. It is a genuine musical instrument—satisfying to even the most talented musicians.

You will be glad to know that The Lowrey is as easy to own as it is easy to play. Complete with brilliant, new "percussion" effects, prices start as low as \$995. Convenient payments arranged. The Lowrey Organ Company, 7373 N. Cicero, Lincolnwood, Chicago 46, Ill.



THE LOWREY ORGAN



EASIEST TO PLAY OF ALL MUSICAL INSTRUMENTS!

Its patented and exclusive features make the difference

FICTION QUEENS CONTINUED

system of awarding collegiate scholarships. For 1952's *Steamboat Gothic* she learned how to cheat at poker. For next year's *The Chess-Players* she is already learning a mean Allgaier Gambit.

She is proud of her research and resents any implication that her books betray certain limitations in her background. "People say I only meet aristocrats," she says. "They are bitterly mistaken. I can go to any garage and talk to the mechanics there." Nevertheless, her control of plebeian dialogue is uncertain. Did she really ever hear anyone say, "Once you make the grade here, you anyway get something worth sinking your choppers in, so they tell me"—as she reports someone saying outside the restaurant in *Dinner at Antoine's*?

Sometimes the accumulation of fact in Mrs. Keyes's books is overwhelming. In the 20 pages which the heroine of *Steamboat Gothic* spends getting from New York to Pittsburgh—pages in which she attains sexual harmony with her husband and buys a magenta-and-cream satin dress trimmed with black velvet and rose-point lace—she also picks up each and every one of the following bits of 1869 social history: the introduction of the elevator to domestic American architecture, where Mrs. Lincoln shopped in New York (Lord & Taylor), who played Viletta in *She Would and She Would Not* (Fanny Davenport), what a breast of chicken cost at Delmonico's (\$10), the use of solidified *bagasse* (a sugar-cane residue) in making pillars for river-front houses, the use of the *veilleuse* (a kind of night lamp) in rural Louisiana, how early Pullman cars were heated (by hot air furnaces), what was the best hotel in Pittsburgh (the Monongahela House) and how it was decorated (plush in the entry, horsehair in the lobby) and the name of the man who first marketed horseradish in those parts (H. J. Heinz).

Her background need not depend on her reading, for she has ranged as widely as any of her fictional characters. She was born in Virginia in 1885 and went to finishing school in Boston. When she was 9 her mother, a famous flirt who was then running out on her third husband, took her to Europe. They made the trip again when she was 17, and Frances was introduced to aristocratic and diplomatic circles. At 18 she married a New Hampshire banker-farmer-politician named Henry Keyes who subsequently became governor of the state. Later he was elected senator, and for 18 years she entertained in Washington and traveled mightily, even to the Great Wall of China. With such experience she never needs to hesitate when she comes to describe an evening dress or a fancy ball or any abode of elegance.

A surreptitious start

SHE had wanted from childhood to communicate with the world, but her muse was suppressed, first by her frivolous mother and then by her highly unfrivolous husband. But, while she was nursing her third son, she surreptitiously wrote out in longhand her first novel, *The Old Gray Homestead*, a love story involving an unhappy rich widow and a fine but uneducated Vermont farm boy. It was accepted and sold well. Like all the rest of her novels it is still in print.

Greater success came from an article she had tossed off at the same time which was printed in the *Atlantic Monthly*. It contained a passing reference to the fact that the greatest incidence of insanity in the U.S. was among farmers' wives. Hundreds of letters from all over the country taught her then and there that she had established contact with an army of lonely women, cut off from the great world but anxious to learn about it from someone who could speak their language. She began speaking it with a series of "Letters from a Senator's Wife" describing the Washington scene in *Good Housekeeping*. Up went the circulation 100,000 or so. Soon she was doing articles for *Delineator* as well. Her husband by now had lost his prejudices against her writing and welcomed the addition to the family income. Mrs. Keyes went abroad to write more articles and sent back some curious journalistic scoops, like the first published interview with Mrs. Mussolini. The Duce had been against it, but how could he withstand the kind of a lady who had persuaded Senator Keyes to modify his New England principles and vote for a bill restricting child labor?

Such triumphs of persuasion will surprise no one who has ever dealt with Madame, as she is known to her intimates. "Imperious" is the adjective they most commonly use to describe her. She is warm-hearted and hospitable, a gracious hostess, a generous friend. But she is also iron-willed when it comes to getting her way, whether in seeing that the proper people talk to each other at her parties or in explaining to her publishers the fine print in her contracts.

She has written a book of verse, a spiritual autobiography, a travel book, a children's book, a cookbook and four lives of saints, as well as numberless articles. Her novels dealt at first with life in New England, in Washington and in exalted circles abroad. In the late '40s she went back to Boston for her greatest popular success, *Joy Street*, in 1952 to London for *The Royal Box*. But before that she had opened

CONFUSED ABOUT SMOKING?

Switching from cigarette brand to cigarette brand? Stop! **SWAP**...your empty cigarette pack for a sample pack of Robt. Burns Cigarillos —America's favorite Change-of-Pace smoke. Discover how a Robt. Burns Cigarillo combines the

mildness of a cigarette with the mellowness of a cigar...for a refreshingly different smoke. So, today, send your empty cigarette pack—any brand—with your name and address to: Robt. Burns Cigarillos, P. O. Box 9, New York 46, N. Y.



Robt. Burns Cigarillos...light and mild as a cigarette...mellow and satisfying as a cigar. The best of both rolled into one. Remember, send

your next empty cigarette pack—any brand—to Robt. Burns Cigarillos, P. O. Box 9, New York 46, N. Y. Do it now! (Offer expires August 30, 1959 at midnight)

NOW! radically different Winegard Antenna

**delivers
best
TV reception**

*Pat. No. U.S. 2700105 - Canada 511984



Tests prove Winegard Gold Anodized Antenna Out-performs All Others. Works with any Set . . . Black and White or Color.

Even a new, expensive TV set can't get good reception unless your TV antenna picks up and feeds the set a clear, clean signal. If you get snow, ghosts, double images or other dis-

turbances on your screen, your antenna is at fault. If you can't get all the stations in your area, your antenna just hasn't the power to pick up weaker signals.

Gold Color'Ceptor TV Antenna by Winegard... Most Powerful ... Most Sensitive Made ... Satisfaction Guaranteed.

The powerful Electro-Lens* design of Winegard's Color'Ceptor can make a big difference in your TV enjoyment. Not only can Color'Ceptor help clear up your picture, but it is constructed to outlast ordinary antennas. Gold anodized finish won't rust or corrode, won't lose signal pulling power like

plain aluminum antennas. Wind-tested to 100 mph. Recommended by TV engineers as the superior antenna. Guaranteed in writing by the factory. Model CL-4 \$29.95, with Power Pack plug-in to boost signal \$44.90. Learn all the facts about improving your TV reception by filling in coupon below.

WRITE TODAY 
FOR FACTS ON

Winegard
TV ANTENNAS

WINEGARD COMPANY
3025-4 Scotten, Burlington, Iowa
☐ Send for FREE color literature.
☐ Enclosed 10¢ for booklet "How To Get Super Clear Pictures On TV"
NAME.....
ADDRESS.....

GERING Tidy-Mat PROTECTS! BEAUTIFIES!
HOUSEHOLD MAT
SOLD EVERYWHERE!
GERING PRODUCTS, INC., Kenilworth, N. J.

IT'S A **Sleeping Beauty**
Look for **FOSTER Ideal**
CONVERTIBLE FIXTURES
when you buy
America's finest
sofa sleepers
FOSTER BROS. ST. LOUIS 10, MO.

PANZER
America's Finest and Most Complete
Riding Lawn & Garden Tractor Line
6 GREAT MODELS • 4 to 9 H.P. • 24 ATTACHMENTS
Write for colorful catalogue and
nearest dealer in your area
COPAR Inc., 21 Avondale St. • Laurel, Md.

CREIGHTON
SPORTSWEAR
FIFTH AVENUE, NEW YORK

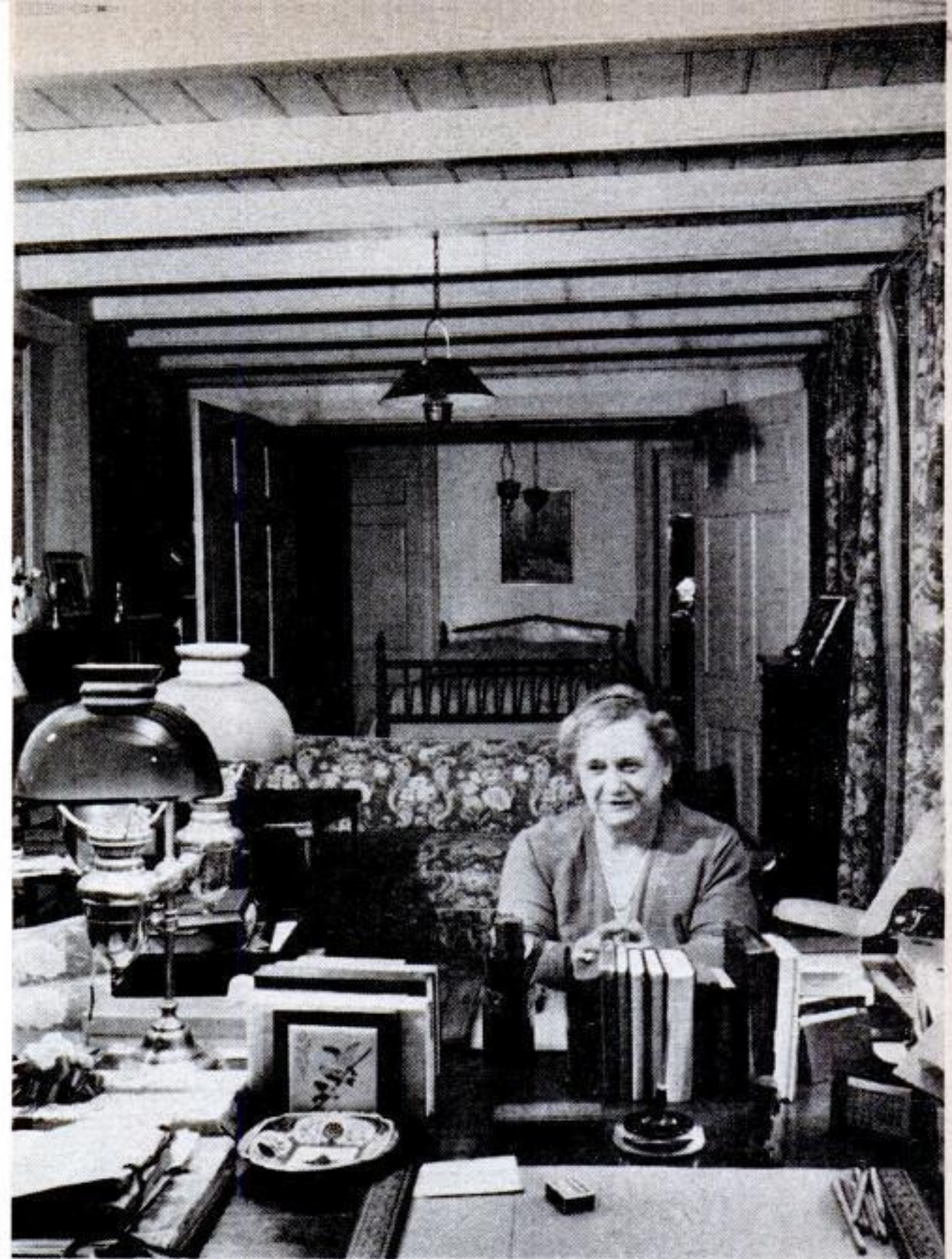
NUTURF family of fine grass seed
at low, low superstore prices

The Quality Family of Sewing Machines
• **VISETTI**.....
• Jaguar • Windsor
• Maxwell • Cellini
• COMMODORE
CONTINENTAL SALES & SEWING MACHINE CO.
74 THROOP AVE., BROOKLYN 6, N. Y.

PROTECT AND BEAUTIFY WITH
Sta-Dri
PATENTED MASONRY PAINT FINISHES and TREATMENTS
Sta-Dri, Brentwood, Md.

ADVENTURE MINDED little dude BOAT TRAILERS
• More convenience features.
• Nationally-famous quality.
• A model to fit every boat.
Pictured: Model HD For 16 to 19 ft. rigs Capacity: 1500 lbs.
AT LEADING MARINE DEALERS IN 49 STATES.
FREE! Write for catalog. DEPT. P BOX 4513 FT. WORTH, TEX.
little dude
LITTLE DUDE TRAILER CO., INC.

There is **ONLY ONE**... **ROTO-ROOTER**
SEWER SERVICE
for Any Drainage Failure!
Look for ROTO-ROOTER in your phone book for prompt sewer service.



IN HER HISTORIC HOME, Beauregard House in New Orleans, Frances Parkinson Keyes works over new novel at her desk in old slave quarters.

FICTION QUEENS CONTINUED

up another rich vein. She was invited to Louisiana, and someone suggested she write a novel about politics in that state. The subject was a bit too complex and coarse for her. But there was the Mardi Gras, and beyond that a whole colorful world of old families, old plantations, Cajun dialect and Latin temperaments. She has lived in the rice country (for *Blue Camellia*) and the sugar country (for *The River Road*) and now spends some time every year in New Orleans in Beauregard House, an old French-quarter mansion which she has richly and tastefully restored. There, in her office in the old slave quarters, she is writing a vast two-volume novel about the previous occupants of the house, including General Pierre G. T. Beauregard himself and the chess champion Paul Morphy, but she is stopping short of the Mafia, three of whose members were shot there in 1909.

She still travels a great deal. The foreword to *The Royal Box* notes that the novel was written at the following places: Beauregard House; Compensation, Crowley, La.; The Oxbow, Newbury, Vt.; Hotel Miramar, Malaga, Spain; S.S. *America*; Old St. James's House, London; Sulgrave Club, Washington, D.C. Of these places, Beauregard and the Oxbow belong to Mrs. Keyes. She has still another house in Newbury and a fourth in North Haverhill, N.H. which she inherited from her husband, who died in 1938.

Serving dinner off Tuscan Rose at her Oxbow home, growing camellias and azaleas in the garden of Beauregard House, Mrs. Keyes knows how to move at stately ease through the drawing rooms and formal gardens whose descriptions appeal so greatly to her readers. As she says, she does not want to live lavishly but she likes to live in the kind of comfort she was brought up in, without being a burden to her children. This sometimes puts a strain on even her immense royalties. She is always accompanied by two full-time secretaries who share the glamor of her travels and the drudgery of her seven-day work week.

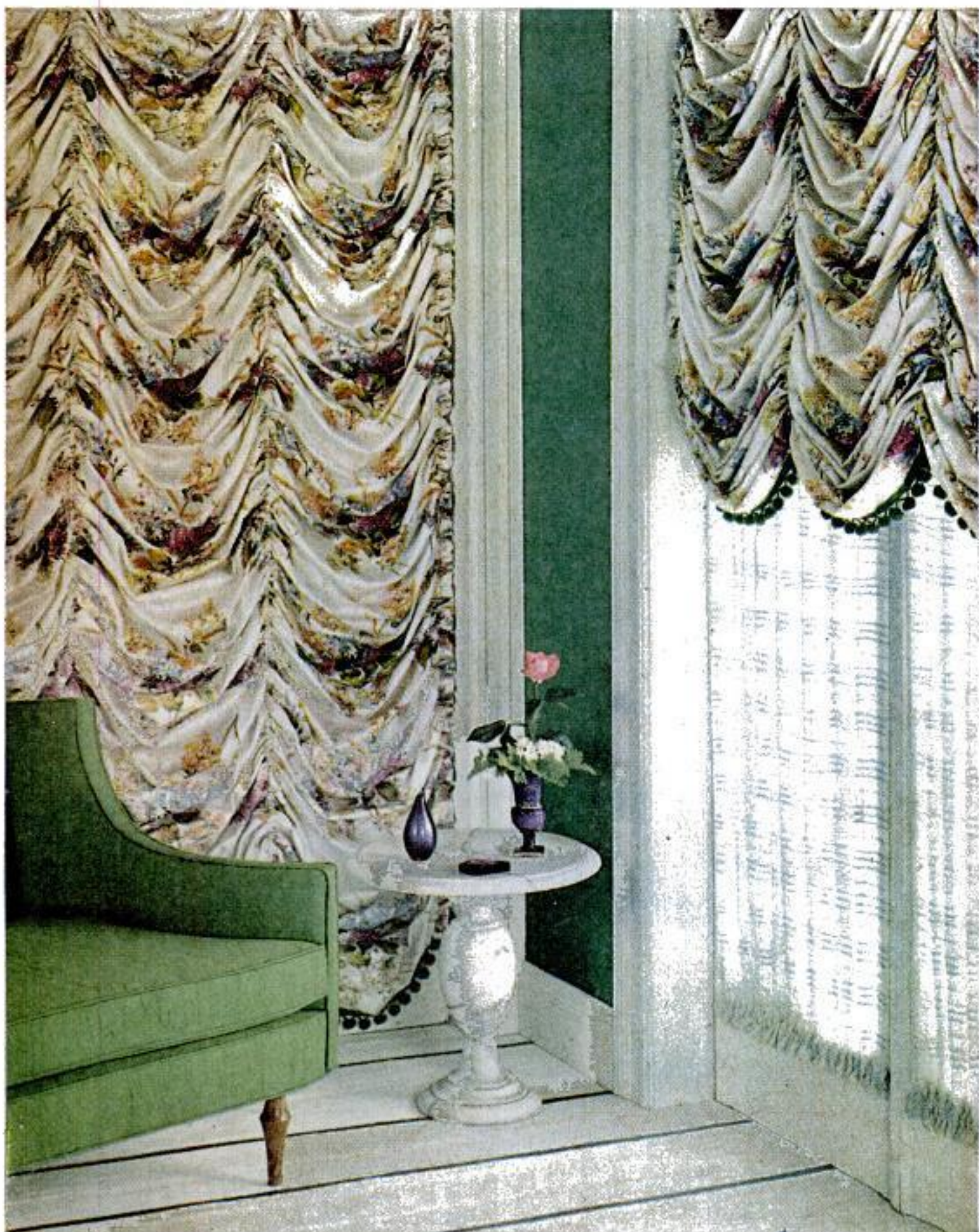
Mrs. Keyes is the hardest working of authoresses. Crippled by a fall many years ago, and arthritic, she cannot type. She writes out everything in longhand, then dictates it, then revises and revises the typed version, 20 times if necessary. She does all her own research. And of course there are receptions, entertainments, visits, speeches. Through it all her schedule goes remorselessly forward. With her New Orleans novel, an autobiography and two other books, her time is pretty well blocked out through 1961. She suspects she may have mined out Louisiana by then and is thinking of going back to Washington to bring her readers up to date on the events of the last 20 years.

These readers are likely to follow her wherever she leads them. They tend to come from the smaller centers of population, and it is sometimes suggested that they read her as a kind of glorified

CONTINUED



Fiberglas double-width ready-made of SYMPHONY BOUCLÉ. Washable ball-fringe added to drapery and custom valance repeats color scheme. KENGLAS curtains beneath.



Austrian shades of REMEY, a new Fiberglas print fabric by-the-yard, creates an opulent background for room. Used with it on French doors—a by-the-yard casement, SARANAC.



Return of blue evidenced here in the classic pattern SEVILLE... a handsome new no-iron Fiberglas fabric. Striking play of color against white wall gives new character to traditional setting.



Ellen McCluskey, A.I.D., designed these unusual windows using Fiberglas fabrics. Write Fiberglas for Mrs. McCluskey's new decorating hints.

TRADITION FOR TODAY'S LIVING... WITH FIBERGLAS FABRICS PROVED WASHABLE AND NO-IRON

Magnificent new spring windows... with a year-round fashion outlook... in fabrics woven of Fiberglas* yarns. These exciting fabrics save *all* dry cleaning costs. Only Fiberglas drapery fabrics have proved themselves perfectly washable, over and over again. Re-hang them damp; they dry wrinkle-free with all their original color and texture. See new trend-setting Fiberglas fabrics (all fire-safe) at fine stores everywhere... or ask your decorator. Owens-Corning Fiberglas Corporation, Dept. 10D-6, 598 Madison Avenue, New York 22, New York.



makes the fibers, not the fabrics
*T.M. (Reg. U.S. Pat. Off.) O-C.F. Corp.



Know the joy of good living...

It's nice to know you can enjoy the best wherever you are. Schlitz
—within reach of all—is one of life's most refreshing pleasures.



THE BEER THAT MADE MILWAUKEE FAMOUS

© 1959 Jos. Schlitz Brewing Co., Milwaukee, Wis.

Move up to quality...move up to Schlitz !

guidebook, a substitute for a physical acquaintance with the glamorous world of titled ladies and dinner at Antoine's.

Such suggestions do not do credit to Mrs. Keyes's peculiar literary charm. This is something quite apart from her style, which is flabby, from her characters, who are flat, and from her plots, which are so uncorseted that no one in Hollywood has ever been able to tie them up into a movie script. To tell the truth, she has no plots. But she does have the ability to evoke a rich, full-flavored atmosphere of aristocratic living on a grand, complicated scale. To read a Keyes novel is to enter an enormous ballroom decorated with expensive good taste, where a number of generally kindly people (a few, however, are positive swine) rotate in elegant costumes and whisper to each other interminable stories of family entanglements. It is never too clear just what is going on. There are hints of jealousies, illnesses and accidents, broken hearts, falling fortunes, revived fortunes, devoted mothers and spoiled nieces. It all flows dreamily around as the silk rustles and the violins play. Through the open French windows comes a scent of roses and a far-off baying of hounds.

This is a world of gentility, aristocracy and wealth. It is a million light years removed from the strident world of Edna Ferber. And it is two million light years removed from the nightmare world of Janet Taylor Caldwell Reback, best known by her middle names.

Actually Taylor Caldwell's settings bear a superficial resemblance to those of Mrs. Keyes. Caldwell novels are laid for the most part in luxurious houses, all corniced and carpeted, with roaring fires in the great fireplaces. (In one novel, *The Earth Is the Lord's*, instead of a house there is a yurt in Outer Mongolia, but the principle is the same.) The picture they conjure up in the reader has been compared to that seen in old-fashioned Christmas cards.

But these are Christmas cards with a difference. Look closer and you will find that the stately family group around the fire is marked by the vilest passions—as well as by the claws and riding crops of angry relatives. The Caldwell theme is hatred, the stifling hatred of people living under the same roof, and it is generally expressed clearly at the very opening of the novels. Thus, on page 3 of *Melissa*: "Suddenly, in the midst of her dreadful anguish, she felt a sharp and vivid thrill of hatred. . . ." On page 13 of *The Sound of Thunder*: "Something quickened in the region of her heart like a bitter and ruthless fire. It was hatred. Hatred for them all." Even inanimate objects are not safe. On page 1 of *Let Love Come Last*: "She had hated it. . . . She had always hated this huge and echoing house. . . ."

To the Caldwellophile such a house is home. The avid reader knows that stretching out hundreds of pages before her is a rank jungle of internecine conspiracies, bloodthirsty sibling rivalries, financial finaglings, changed wills and grasping heirs. All these elements are stirred up in such a complexity of resentments and frauds that a happy ending can be extracted only by violent improbabilities, as when, in *The Sound of Thunder*, the impoverished, disillusioned, moribund hero is brought around by the words: "Hold my hand tight. . . . George Enreich left over \$10 million. And, Ed, darling, he left you five of them. . . . And now we can pay off the mortgage."

Brutality amid garish opulence

CRITICS, not unnaturally, protest against the somewhat exaggerated unreality of such scenes. But they are very real to the author, and her own conviction comes through to mesmerize a host of readers and take them spinning with her, unpredictably and with no rational explanation, through alternate revelations of sentiment and brutality, in settings of the most garish opulence.

Certainly no one reads Taylor Caldwell for realistic descriptions of high life. Where Mrs. Keyes, desiring a fascinating Spanish nobleman to make a pitch for the heroine of *Senator Marlowe's Daughter*, had only to dip into the grab bag of her memory and come up with the traits of a grandee she once knew in Madrid, Taylor Caldwell must rely on acquaintance made during a lifelong progress from the lower to the upper-middle class in Buffalo, N.Y.—and Buffalo is a conservative town which does not produce the kind of savage, empire-building tycoon who forms the staple hero of her novels. Sometimes she uses her home town as background, carelessly disguised as "Bison," and local readers have claimed to recognize here and there a local teacher or priest or psychiatrist. But her characters are not drawn from the professional and business people who form her circle of friends. They come from the fiery furnace of her imagination.

It has always been quite an imagination. As a little girl in Buffalo (her family moved there from England when she was 8) she was continually writing bloodthirsty, exciting verse dramas and reading them to an admiring family (although her dour old Scotch grandfather gave as his opinion "Burn them!" and her grandmother said, "Ye feel too much, lassie."). Her father was a commercial artist, and times

Sports in Action by SWANK

Matching buckle with adjustable stretch belt, choice of colors. Complete **\$2.50**

Smart tie Pin-Up **\$1.50**

The thrilling action of his favorite sport — excitingly captured with living realism. Each figure in 3-dimensional golden tone on concave silvered setting.

Complete set gift boxed, \$5

PRICES PLUS FED. TAX EXCEPT ON BELT SET. IN CANADA AT SOMEWHAT HIGHER PRICES.



you're top attraction in

"Rave" Bra by

formfit

This year of all years, fashion calls for a higher, more rounded bustline. "Rave" Bra gives that exciting new lift and look with the greatest of ease.

ELASTIC-EXTENDED SHOULDER STRAPS hold the high line in heavenly comfort.

DEEP U-SCOOP BACK stays low and lovely, gives a wonderful unhampered feeling.

EXCLUSIVE ELASTIC INNOVATIONS — back, front and around the cup — keep you snug, sure and smooth.

ELASTIC UNDERCUP STITCHING assures conforming, personalized fit, allows cup to move while band stays in place.

THERE'S FREEDOM AT EVERY TURN with no ride up, roll up or slipping straps.

Here—"Rave" Bra 589 in white cotton broadcloth. 32A to 38C, **\$3.95**

In white embroidered marquisette. \$5.00. Also available in "Rave" Contour Bra 289 and strapless styles.

THE FORMFIT COMPANY • CHICAGO • NEW YORK • TORONTO • PARIS

Formfit —
the way to fashion
for *every* figure



GATHERING HER THOUGHTS, Taylor Caldwell works away at a novel. When headaches bother her, she turns out light, touch-types in the dark.

FICTION QUEENS CONTINUED

were hard. At 15 she had to abandon literature and go to work, and when World War I came she joined the Navy and worked as a stenographer. She married a handsome fellow who took her down to Kentucky to look for oil. There she had a baby and four miserable years, then came back to Buffalo and later got a divorce. She worked as a court reporter and then stenographer with the U.S. immigration service. It was good training for novel writing: typing 90 words a minute, she can now write almost as fast as her fervid fancy dictates. When she has one of her sinus headaches, she simply turns out the light and goes on typing in the dark.

One day at the office one of her superiors peeked over her shoulder as she was typing after hours and noticed that she was writing nongovernmental prose. He was Marcus Reback, an immigration service investigator, a blunt, cheerful Russian-Jewish immigrant. He talked to her, advised her to attend writing courses, counseled her, collaborated with her and in 1931 married her. They spent years sorting out and rewriting her manuscripts and mailing them to publishers. In 1938 Scribner accepted the opening section of a vast novel on a munitions-making family which reminded readers, quite incorrectly, of du Ponts. The book was *Dynasty of Death*, and the strength with which the author handled her complex mass of characters and events impressed both critics and readers.

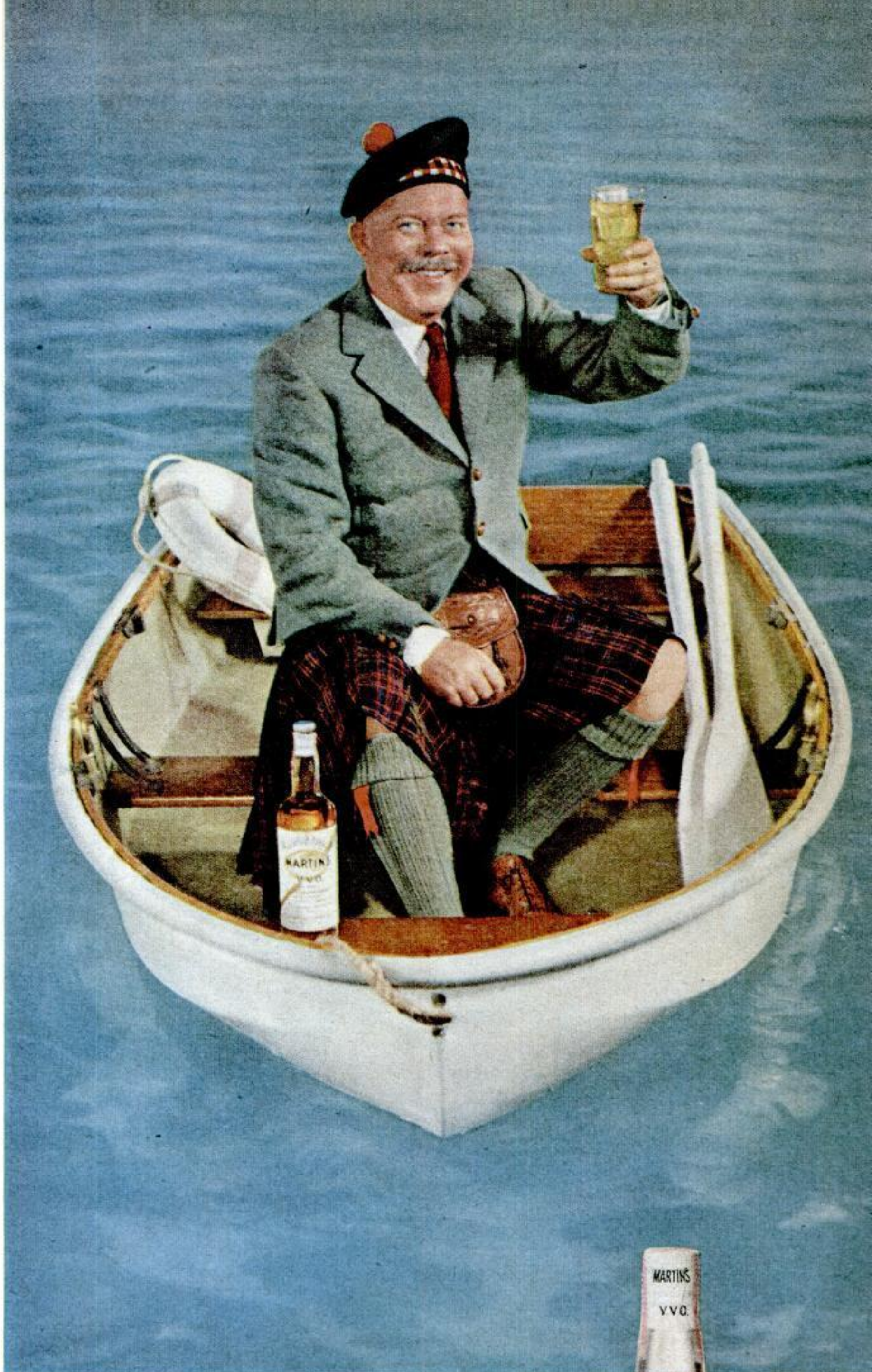
More or less at yearly intervals since then, new Caldwell novels have appeared. Her greatest success, *This Side of Innocence*, on which the Rebacks had labored between 1927 and 1933, was pulled out of an old trunk and finally published in 1946.

Husband and wife have now formed a partnership, Reback & Reback. Since both her daughters have grown up and married, the Rebacks live alone in a comfortable mock-Tudor house in the prosperous suburb of Eggertsville. Here Janet does her writing while Marcus handles the business, plans and advises—"We think precisely alike," she says—and does the research for the novels.

"Research" in this context is not to be understood in the painstaking Ferber-Keyes sense. As Janet explains, "Marcus finds out, for instance, how people make money. Of course, I don't understand a thing about such matters. Then he puts it all in a paragraph and I break up that paragraph and sprinkle it through the book."

For their latest work, *Dear and Glorious Physician*, a fictionalized life of Saint Luke the Evangelist, the Rebacks claim to have read "over 1,000" books (including such titles as the *Encyclopaedia Britannica*, *The Ides of March* by Thornton Wilder, *The Prince* by Niccolò Machiavelli and LIFE's *The World's Great Religions*). The result is, nevertheless, a treasure-trove of anachronisms. When, in 33 A.D., an orator sticks his thumbs in his belt and lambastes the Roman senate as a pack of subversives who have betrayed the Founding Fathers and the Constitution "for which they pledged their lives, their fortunes and their sacred honor," the orator's belt is the belt of the tribune Diodorus Cyrinus—but the voice is the voice of the late Senator Josephus McCarthy. When Luke and a Galilean saloon-keeper polish off a bottle of genuine imported Syrian whisky ("Look you at the seal and the stampings upon it. It is a veritable whisky and not illicit, made by furtive men in the hills") and curse the Roman bureaucrats for pushing the price up to three shekels "with

CONTINUED



The
happiest
scotch
'n water



MELLOW,
LIGHT—
JUST
RIGHT
FOR
TONIGHT

MARTIN'S V.V.O.
SCOTCH

© McK. & R., '59

86.8 PROOF IMPORTED BY McKESSON & ROBBINS, INC., NEW YORK, N. Y.



Press the button



-and it flips its lid!

© 1969 BUXTON, INC., SPRINGFIELD, MASS.

It *springs* open smartly when you press the button. No zipper to unzip. No snap-fastener to unsnap. The right key in a moment. (And notice the handy license compartment.) In English Morocco, \$3.95 plus tax. Other fine leathers. Accessory sets to match.

The new Push Button
Key-Tainer[®] by **BUXTON**
best for your money

FICTION QUEENS CONTINUED

outstretched hand and many sheets of papyrus . . . their infernal taxes," it is clear that Aramaic is being spoken with a Buffalo accent.

And the taxes just as clearly are those that are levied in our own century by what Mrs. Reback calls the "Infernal Revenue Bureau," an outfit which in her eyes exists to plunder her of hard-earned profits and pour them out to a legion of lazy loafers. Just as she was starting to make big money, the tax people jacked up their rates to punitive heights. They slapped a heavy lien on her, and once she fainted in their local office. No wonder she vows them an enduring hatred.

She has many hobbyhorses, and sometimes she rides them beyond the line where her public is willing to follow. Once she wrote a six-act play called *Sappho*, some 6,000 lines of unmelodious, unmetrical twaddle about the conflict between love and philosophy. In 1952 she brought out *The Devil's Advocate*, a political fantasy in which the U.S. of 1970 is seen groaning under the tyranny of a fearful oligarchy composed of bureaucrats, generals, FBI men and farmers.

Such works have been greeted by distressing dips in the column of copies sold. Caldwell fans want their preaching slipped in sideways if at all, between scenes in which malefactors of great wealth shake their sisters-in-law like old mops behind oaken doors while the lightning flashes and the bailiffs beat at the door. Old fans will be glad to hear that with St. Luke out of the way Taylor Caldwell is back on the main path, churning up from Bison's darkness a new chronicle of financial buccaneering in the 1880s, with all that atmosphere of sin and corruption and struggle for power which is so curiously warm to those who have let themselves sink into it.

This warmth offers a clue to one other similarity among our three authors. They share an intense nostalgia for the American past. In their multigeneration novels the young people of the mid-20th Century often appear to enjoy their favor by being progressive and cultivated, but at bottom they are all pretty listless. It is the grandparents, the uncontrolled, uninhibited old people, whom these authors love. They were the ones who opened up the Ferber country, masterminded the Caldwell stock-waterings and lived up to the Keyes standards.

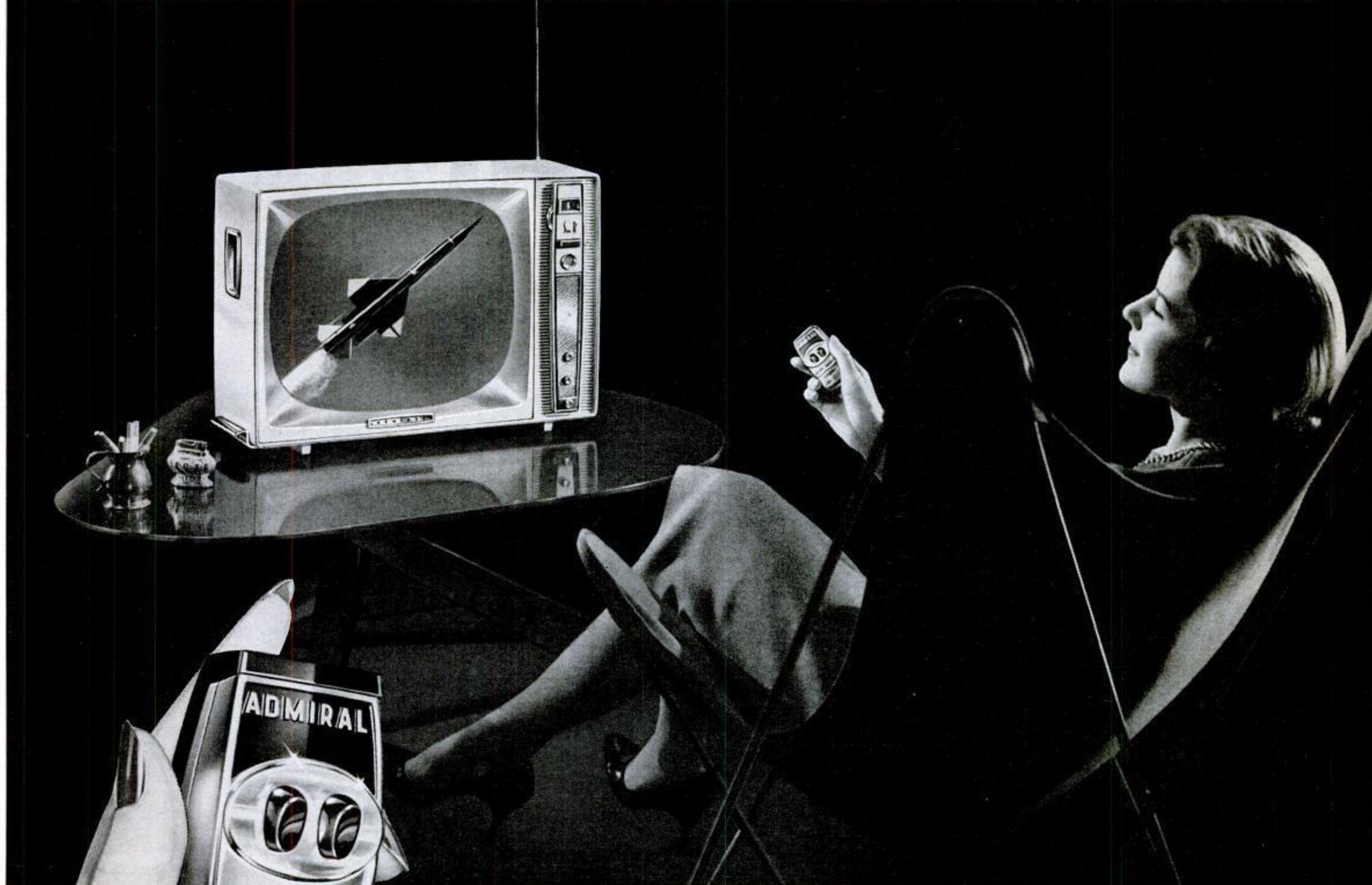
These were people who lived before the First World War when life was still in scale and could be seen as a long chronicle of events, a continuing process. For younger novelists the continuity seems to be broken. At least none of them seems able to write a family chronicle on the grand scale. The typical best-selling modern novel sees life as a series of disconnected and generally violent events, sometimes observed with great intensity but from very close up and therefore wildly distorted. There is no past to explain why the characters are where they are, and no particular future for them to look forward to, even if they survive the shattering events of the final chapter.





But, according to the Ferber-Keyes-Caldwell sales figures, the public still hankers after the olden days when life had a pattern, even if it was outrageous. It is comforting to know that life can go on, from one explosive generation to another, in a rhythm not too different from what it was before. And perhaps this is the whole and simple explanation of why the three queens of fiction have had such uniform and massive success.



SUCCESSFUL TEAM of Reback & Reback—Taylor Caldwell and agent-partner-manager-husband Marcus Reback—enjoy a vacation in Florida.

ADMIRAL ANNOUNCES THE WORLD'S FIRST PORTABLE TV with WIRELESS REMOTE CONTROL!



Admiral SON-R wireless remote control, world's smallest and finest, tunes this new  space age portable...the most versatile TV ever created! Take it to any room.  Tune from anywhere in the room...   from the comfort of your bed or easy chair. Wireless SON-R turns your new Admiral portable TV on-off, changes channels, adjusts volume to 4 levels! SON-R TV from \$199⁹⁵.*

SON-R† Remote Control at no extra cost!

Push a button...click...there's your channel tuned perfectly from your easy chair. Tiny as milady's compact, SON-R slips into magnetic pocket on side of cabinet when not in use.

Etched satellite circuits power the new Admiral portables...the most rugged, highest powered portables ever built! The heart of this new Admiral—just like the U.S. satellite in orbit—is its new etched circuitry. Far

more sensitivity! Yet super rugged to take tremendous jolts! Pulls in sharpest pictures, clearest sound! Convenient carrying handles. Built-in antenna. Model PS17F22. Choice of 7 decorator colors.

Retube with genuine Admiral picture tubes and receiving tubes. Insist on genuine Admiral quality components.

†PRONOUNCED SO-NAR

*PRICES SLIGHTLY HIGHER SOME AREAS.



MARK OF QUALITY
THROUGHOUT THE WORLD

Admiral®



Sold in 90 countries...manufactured in the U.S.A., Australia, Argentina, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay • Admiral Corp., Chicago 47, Ill., and Port Credit, Canada

How to live up to yourself



Living up to somebody else is hard enough. But living up to myself was worse. Newly graduated, newly wed, I was the picture of an up-to-date young woman. And that was just the problem. How do you *stay* up to date in a world that begs for deeper understanding and a broader point of view?

I found the answer in LIFE . . . in the magical way LIFE lays open the heart of the world and touches the heart of the reader.

LIFE captures the essential moment . . . the fierce exultation in a rebel's face, a mother's tender smile . . . the bland facade of a diplomat, and the happy mobility of a little girl's dimples. These human symbols bring home to me each week the tensions and joys and tragedies that underlie the news.

LIFE has the magic of the storyteller, too. For LIFE chronicles our time . . . reaching into man's distant past and his dreams of the future to explain what he does today and why.

LIFE's taught me a lot . . . so eloquently that I sometimes surprise myself. I think you'll get a lot out of LIFE, too.

Get the most out of LIFE

Elsewhere in this week's LIFE you've seen the beginning of the vast, sunlit canvas of the American West which will continue in the weeks ahead.

If you're already a LIFE subscriber, you're sure of having your copies straight through completion of the series.

If you're not a subscriber, you won't want to miss the many other special series and exciting features still to come

in LIFE this year. For LIFE's staff of 350 photo-journalists brings you each week a balanced picture of the whole wonderful world we live in—with pictures and words that often make news themselves.

You can have LIFE delivered to your home weekly at a special rate of only \$4.97 for 37 issues. (You'd pay more than \$9.00 at newsstand prices.) Just fill out and mail the attached card to LIFE. Send no money; we'll bill you later.

The LIFE logo, consisting of the word 'LIFE' in a bold, white, sans-serif font, set against a solid orange rectangular background.

PHOTOGRAPH BY IRVING PENN

Copyrighted material



The Man Who Thinks For Himself Knows...

**ONLY
VICEROY HAS
A THINKING MAN'S
FILTER...
A SMOKING MAN'S
TASTE!**

This man thinks for himself.
Knows the difference
between fact and fancy.
Trusts judgment, not opinion.

Such a man usually smokes VICEROY.
His reason? Best in the world.
He knows for a fact that only
VICEROY has *a thinking man's filter*
and *a smoking man's taste*.



Familiar pack or crush-proof box.

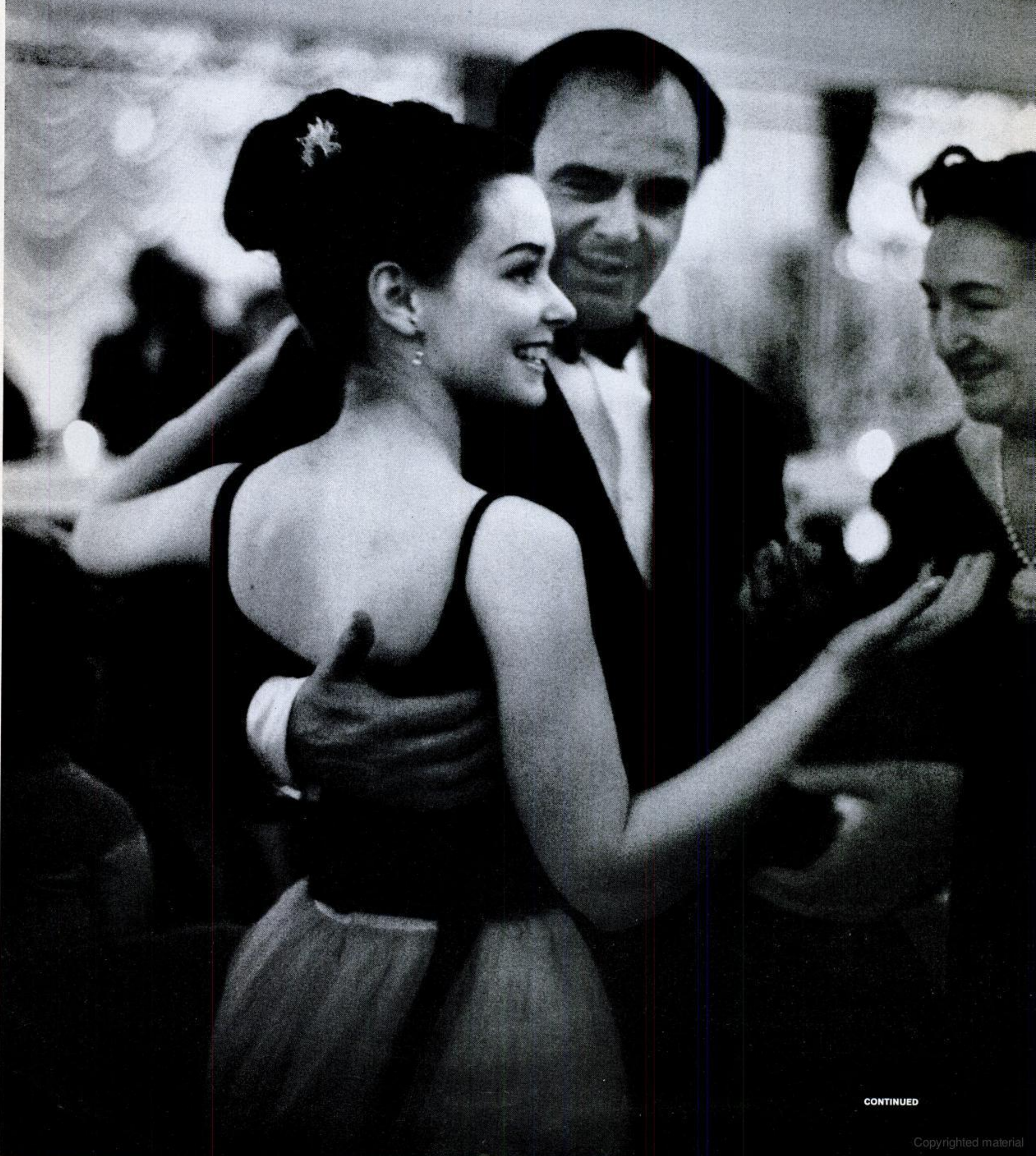
© 1959, Brown & Williamson Tobacco Corp.

Copyrighted material

Party for Aly Khan's Friends

As Prince Aly Khan guided Susan Strasberg across the dance floor (*below*), he paused for a moment to greet Mrs. Arthur Radford, the retired U.S. admiral's wife—and the moment summed up a change in the famous playboy. Aly was, as always, enjoying the company of a beautiful woman. But he was also working at his serious job as Pakistan's Permanent Representative to the U.N. Ever since taking on that post a year ago, Aly has

avoided elaborate social doings. Now he was giving a fancy party in New York's Cafe Louis XIV. He invited many of his old cafe society and Hollywood friends. But when they arrived they found themselves in the company of Aly's new friends, diplomats and public figures. And through the evening they noticed that, although Aly did not avoid his more attractive guests, he spent at least as much time in serious talk with the diplomats.



CONTINUED



HOLLYWOOD FRIEND of Aly's, Zsa Zsa Gabor, announced at party that she had broken engagement to Builder Hal Hayes, returned his 45-carat ring.



POLITICIANS' WIVES, Mrs. Samuel Di Falco (center) and Mrs. De Sapio, arrived in group with Carmine De Sapio, Democratic boss in New York.



GOOD FRIEND of Aly's, Lady Beatty (left), formerly Adelle Dillingham of Oklahoma sat near host during dinner. She is with Designer Mollie Parnis.



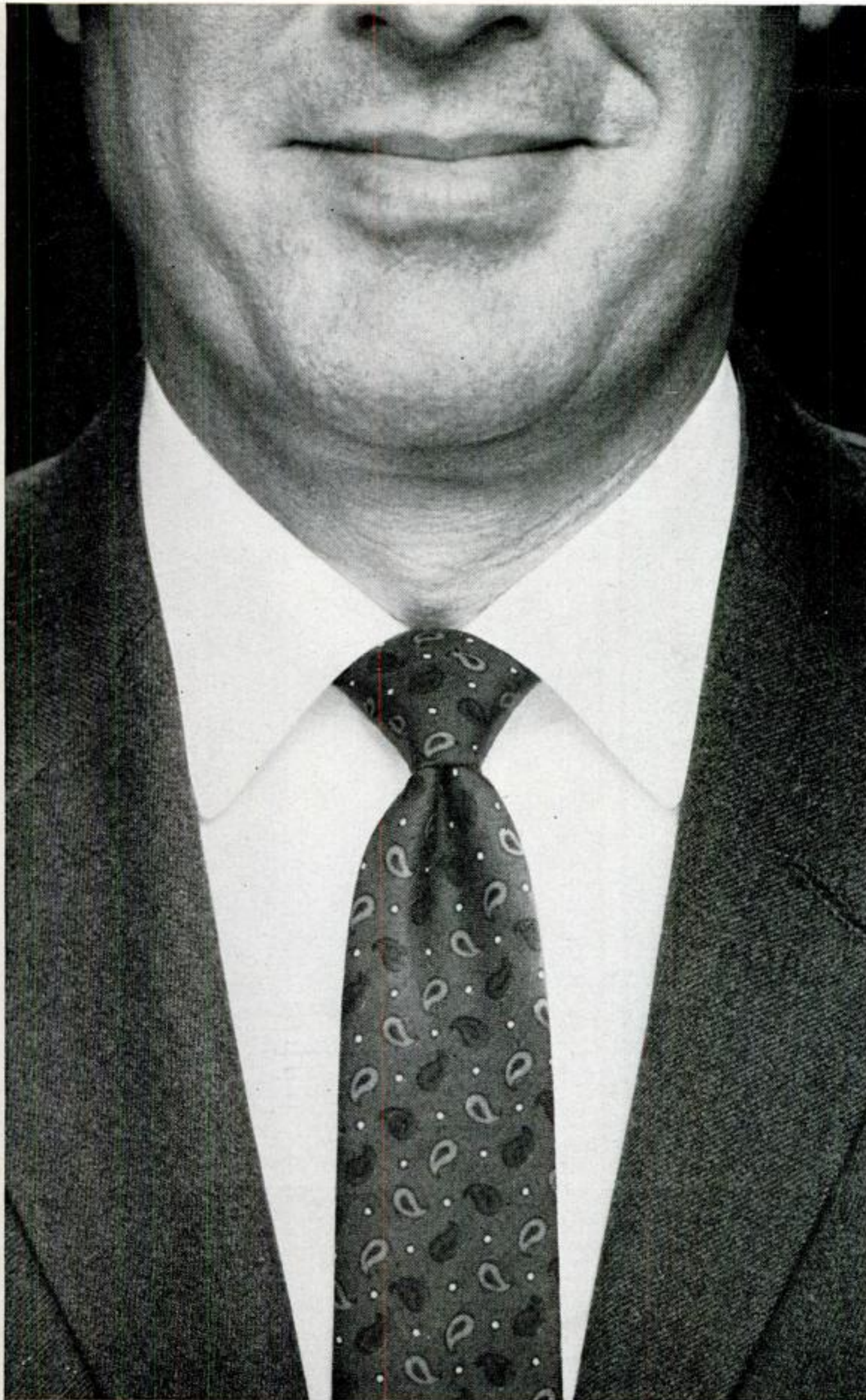
BRIEF MEETING on stairs brings together Mrs. Whitelaw Reid, wife of a New York *Herald Tribune* director, and real estate tycoon William Zeckendorf.



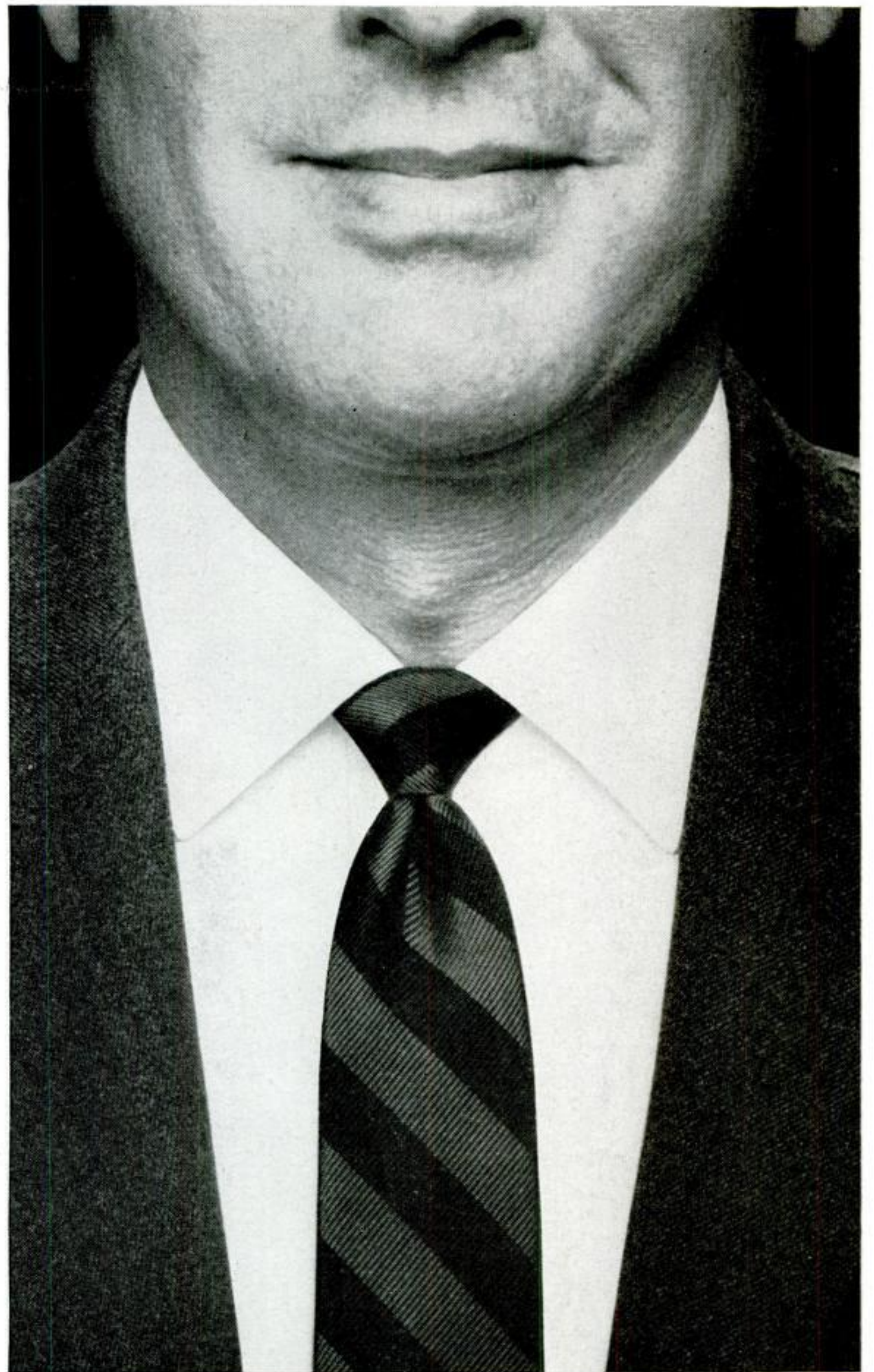
TABLE TALK occupies Actress Tina Louise and Edward Condon, the president of a frozen food processing company. They discussed books and sports.

DIPLOMAT RAHAT CHHATARI BRIEFLY SHARED A TABLE WITH AUSTRALIAN MODEL PAULINE KIERNAN





ARROW *WHIP*, soft collar, 100% Cotton Shirt, \$4.00; Dacron Tie, \$1.50



ARROW *GLEN*, soft collar, Dacron and Cotton Shirt, \$6.95; All-Silk Tie, \$2.50

Here are shirts you wash as you please!

Famous Arrow fashion in 100% cotton or Dacron* and cotton... machine-wash and dry, or hand-wash

What more could a proud man (or practical wife) want in the easy care of wash and wear shirts?

Here is Arrow perfected wash and wear in two handsome forms. The *Whip* is 100% cotton—Arrow's famous "Time-Saver" fabric. The *Whip* gives you the benefits of wash and wear for an exceedingly modest price of \$4.00. "Sanforized" labeled, of course.

The smart, soft collar *Glen* is now available in the combina-

tion of 65% Dacron and 35% cotton Madras. The finest wash and wear with a luxury look and feel. Only \$6.95.

You may wash any Arrow wash and wear shirt as you please... wash and dry by machine (using the new wash-and-wear cycle), wash by hand, or send to the laundry.

Choose the style that flatters you most from the world's largest collar style collection. See your Arrow retailer today.

*DuPont polyester fiber

Cluett, Peabody & Co., Inc.



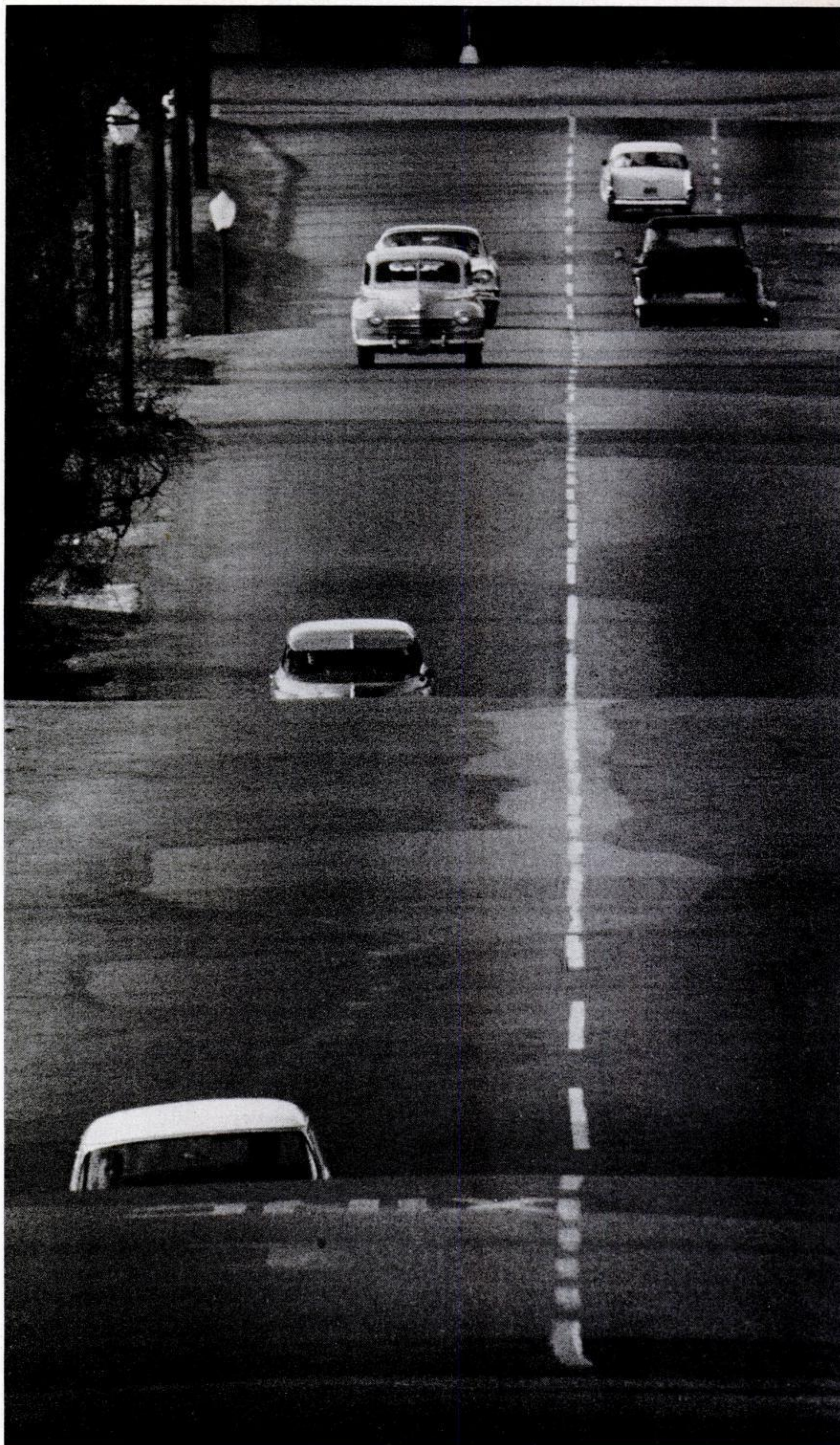
MEN PREFER ARROW 5-TO-1 because of perfect collar fit, shoulder line contour, Mitoga tailoring to conform with natural body lines, tapered sleeves, anchored buttons, and "Sanforized" labeled fabrics.

ARROW

first in fashion

A SPLIT LEVEL ROADWAY

To many Los Angeles motorists the dips and humps on Motor Avenue bring the sensation of a pleasant roller-coaster ride. LIFE Photographer Ralph Crane, who uses the street often on his way to assignments at movie studios, had always been amused by the sight of cars disappearing and reappearing in front of him. One day he sighted through a Bushnell Spacemaster lens to take a picture of the rolling street. The long lens telescoped the rise and fall of Motor Avenue until the cars appeared to be running into the road instead of on it.





The true old-style Kentucky bourbon

always smoother because it's slow-distilled

There are less costly ways to make bourbon—but they'll never give you the smoothness you get in Early Times. The extra care and attention of slow distilling ... the patient willingness to take more than twice as long ... this is the old-style way, the smoothing way to make whisky. Ask for Early Times—the whisky that made Kentucky whiskies famous.

EARLY TIMES

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KY.

© ETDG 1956



Straight story: Lucky gives you the full, honest taste of rich, fine tobacco. It's a taste that nothing in this man's (and woman's) world can beat. **Get the genuine article . . .**

Get the honest taste of a **LUCKY STRIKE**



© A. T. Co.

Product of The American Tobacco Company — "Tobacco is our middle name"

Copyrighted material